

HOW JOBS IN AGRICULTURE AND HANDICRAFT HAVE OPPORTUNITIES IN TOURISM DEVELOPMENT

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ABSTRACT

This paper aims to describe a tourism industry which needs a variety of tourism products with an implication on the emergence of various forms of business opportunities with large, medium and small scales. The presence of a variety of tourists' needs have caused a variety of tourism products too. Agriculture, animal husbandry, and handicraft which are needed by tourists are sectors which need a lot of workers as producers, distributors and sellers. In the study reported in the present paper is shown that the agricultural products of Bali cannot only be used as agro-tourism, but whose products can also be processed to become a variety of handicrafts. Similarly, animal husbandry which Balinese community people have focused on produces products that can be offered in a culinary tourism in which they are processed by using Balinese ingredients and offered in an appropriate wrapping which suits the market needs while the specificity of Balinese culture has been able to produce a variety of forms of handicrafts the local and foreign tourists love. Through developments in the three sectors above, if the people can focus their attention on them and if the government can accommodate it that will be able to be used as an alternative solution to the national economy. Although in their actions they can only serve as sellers, as what has been the focus of street vendors, they actually act as safety valve of the government in overcoming unemployment problems and economic problems for themselves and their families. For this reason, it is expected that the government gives them a more conducive condition for the improvement of economy to be made starting from the family level, as part of the state of Indonesia.

Keywords: tourism, multiple opportunities, alternative, economy, state.

INTRODUCTION

The needs of tourists coming to Bali, among others, are food and drink. Now, in their development, there has been developed special Balinese tourism culinary. As what is stated by Widiastini, Andiani, and Arini (2014: 121-133) local culinary as cultural industry business is a business which can give a variety of positive uses or

benefits, since, in addition to having economic benefit for the actors, it can also give sociocultural benefits for the business people, the community, and the consumers. The sociocultural benefits that can be obtained , among others, lies in the fact that it can arouse the awareness about the advantage that the traditional food has which, of course, is not less delicious and less nutritious than foreign food such as KFC, McDonald , which are claimed to be bad for health. The agriculture and animal husbandry that the people focus on in Bali can give an additional opportunity in addition to the sale of their raw materials when the raw materials are processed into tourist products which are special, unique, and delicious.

Agriculture, in addition to providing a type of occupation for Balinese, is also a culture which , obviously, needs to be preserved. As what is contained in values in *subak*, a traditional organization whose leader and members are farmers who manage the irrigation system, there are rules , both written and oral, which are aimed at creating a harmonious life for the farmers (Bagus, 1994). Hence, it will be very wise if the development of tourism gives opportunities for the the maintenance of agriculture. However, the life of agriculture in Bali is being marginalized due to the high production cost and low postharvest sale price. This is interesting to investigate, since if agriculture is maintained, it will support tourism.

The culture of the community as tourist attraction has been known since tourists enter a tourist destination area. There are ten elements of culture as tourist attraction explained above. They are: (1) handicraft, (2) tradition, (3) history of a place/region, (4) architecture, (5) local/ traditional food, (6) dance and music, (7) way of life of a community, (8) religion, (9) language, (10) local/ traditional custom (Ardika, 2004). Handicraft as one of the cultural elements that exist in Bali is not only useful for artisans, it is also useful for the community around the place of tourist attraction who work as street vendors, or more known as *pedagang acung*. *Pedagang acung* as explained by Widiasini, (2016), is the name given specially to sellers who work in various tourist areas in Bali by showing the commodity to the consumer. *Pedagang acung* can be defined as emic since the definition is culture-specific, i.e., Balinese culture. The profit from the sale of the handicraft by the people of the community with minimal capital turns out to be able to meet the needs of the vendor and his family, so that the handicraft industry that exists as the effect of

tourism with multiple opportunities needs to be investigated through the ideas presented in this paper.

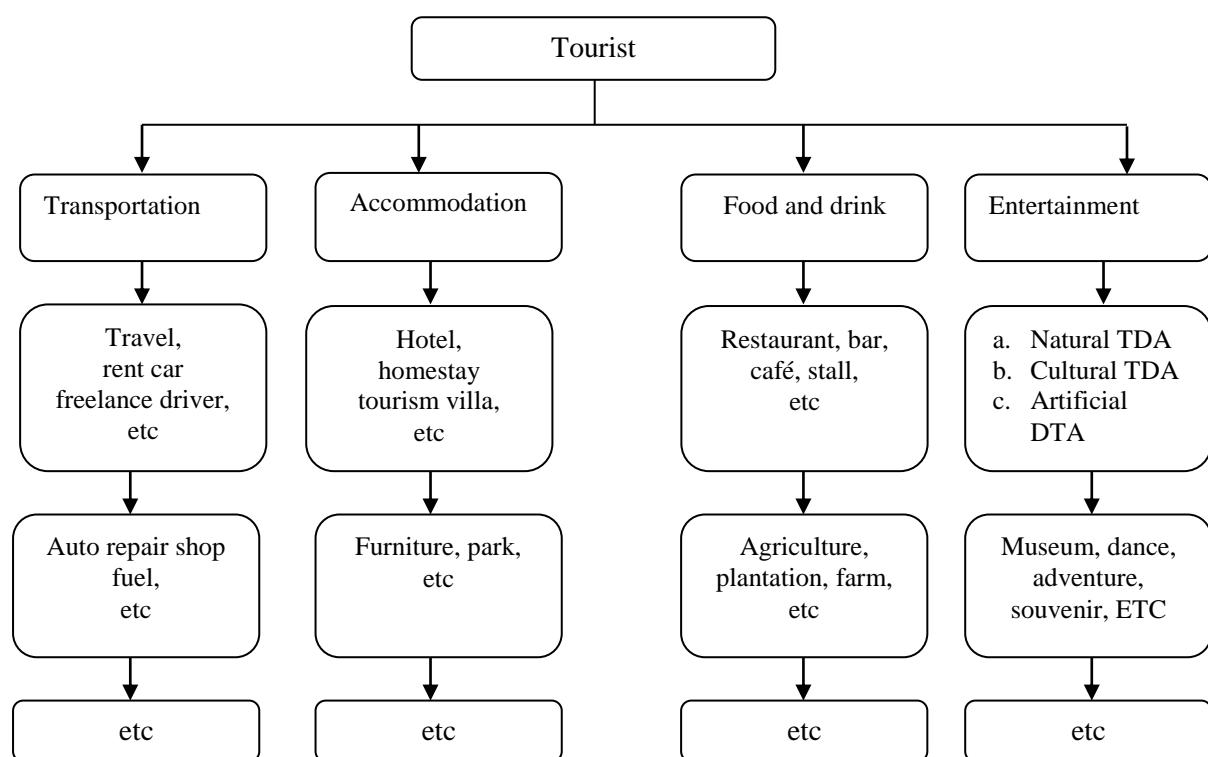
METHOD

This paper explains about the presentation of local community food as cultural industry product in Bali. The data were obtained from the field from a study conducted in two years, journals, and relevant publications which were analyzed qualitative -descriptively.

DISCUSSION

Tourism and its Implication on other Industries

Tourism as an industry is like a billiard ball which when it is pushed at a side, the existing balls in the triangle space will disperse to various angles. As stated by Erawan (1994) the benefit from the development of tourism industry includes the emergence of diversification of incomes, growth in job vacancies, etc. The presence of very complex tourists' needs has the implication on other commodities and services too, both directly and indirectly supporting the development and growth of tourism. In this context, tourists coming to a tourist destination area need various things which can have implications too on other economic sectors both directly and indirectly, which can be presented in a diagram as follows



Note:

TDA = Tourism Destination Area

Figure 1.1

Multiple opportunity tourism and its implications (Source: Widiastini, 2016).

In Figure 1.1 it can be seen that tourist visit has implications on various economic sectors, through the figure, with the need of transportation for the tourists who visit, then many people obtain job opportunities such as in travel, rent car, freelance driver jobs, and people whose jobs are to keep vehicles in good condition auto repair shop workers and gas station attendants will also gain benefits. Similarly, when tourists need entertainment, then they will go to a place of tourist attraction. Then, as the proof that they have come to that place, they also need souvenirs. Hence, the artisans who make the souvenirs and the vendors can make their living by the presence of the tourists. As stated by Erawan and Cohen in Pitana and Gayatri (2005; 109-112) that tourism can give economic effects, i.e., the activation of other sectors and increase in job vacancies.

Tourism is a big industry which is not only producing multiple products, but also have multiple opportunities. The existence of multiple products needed by tourists has the implication on the availability of multiple opportunities for anyone who want to have a share of the tourism cake. Szivas (2008; 206) gives a description about job vacancies in tourism industries as follows.

“Tourism is a “multiple products industry” (Diamond, 1997) in which the tourist’s experience as a whole is created by mix of products. Accommodation, restaurant, attraction are some products that can be mentioned. From this fact, job vacancies in tourism include jobs in various sectors such as accommodation, restaurant, attraction, flight, souvenir shop, travel bureau and travel agent, transport, etc. The different sectors are associated as wide job vacancies with various human resources (Szivas, 2008: 206).”

The variety of the needs of the tourists who come to a tourist destination area, both directly and indirectly have given opportunities to various people to take advantage from the tourist visit to earn some many. Even, Balinese artists who previously made work of art related to religion, that is Hinduism, have changed after tourism is accepted as industry in Bali. Statues and paintings which were previously made to decorate temples and houses by the Balinese are now being sold to tourists to come to Bali. The tourist who come to a tourist destination area who have very complex

needs have implications on the growth of service sectors and goods sectors, which support tourism development directly and indirectly.

The Processing and Presentation of Agriculture as Tourist Attraction

Land conversion mostly occurs in various areas in Bali, especially the agricultural land is transformed into a place to develop infrastructure and facilities for tourism such as hotel, restaurant and tourist object. Like what has happened in Seminyak. Many rice fields have been converted into places where hotel, villas, art shop have been built. By the development of the objects problems have occurred which disturb the operation of the rice fields. Concrete in the objects block the flow of water which irrigates the rice fields. Looking at the fact, is it possible for the environment, the rice fields and *Subak* to be preserved ? With the damage that has occurred, will the high culture of Balinese community, especially agriculture survive? The use of agriculture land for tourism interest makes the give between agriculture and tourism industry.

Land conversion still continues in keeping with tourism discourse which puts more stress on development. This is in line with the idea of Foucault which explains that power that exist in state institutions, in which there has occurred social contracts between authorities and entrepreneurs to realize land conversion, from agriculture to industry, in which the land owner has no other choice than selling his land to the tourism investor, with the assumption that he or she will get a new job in place of the old one. As what is explained by Wirata (2017) that people in Sesetan district complain about the government's and investor's attitude since they do not involve local people who have the right to agriculture in the area, so that land conversion finally causes negative impact for the local people. However, this is not easy in which to compete in tourism one needs big capital, not only material but also cultural capital, that is, education, expertise and skill as the requirements for being accepted in tourism industry, especially in the formal sector.

The problem above developed from the imbalance in the sharing of agriculture produces for tourism. In addition to the problem, they put more priority to many programs than the sustainability of the cultural heritage that they have. They focus more on life style. This is what the government has to understand. Culture is not only artifacts, it is social life such as special rituals that have to be offered. If

agriculture in Bali vanishes, *Subak* will vanish too, then the government has to synergize with the people in relation to agriculture that supports tourism. As what is stated by Pitana and Gayatri (2005: 95), the local government has a role to develop tourism potentialities in the area such as: (1) as motivator, in tourism development, the role of the local government as motivator is needed for tourism effort to continue. Investor, people and entrepreneurs in tourism sectors are the main targets that need to be given motivation in order tourism development can run well. (2) as facilitator, as the facilitator in developing tourism potentiality, the role of the government is to provide all facilities that support all the programs that are run by the Office of Tourism and Culture in the city of Yogyakarta. In practice, the government can develop cooperation within various parties, both private and community. (3) as dynamist, in good governance, for an ideal development to develop, the government, the private and the community have to synergize well . The local government as stakeholder of tourism development has the role to synergize the three parties to create mutualistic symbiosis for tourism development.

Similar things also occur in Jatiluwih tourist destination area, Tabanan Regency, Bali. Tourism attraction offers natural beauty in the form of rice fields that are very fantastic. The place is not only loved by domestic and foreign tourists, but also by the members of the team of the committee of natural heritage and international culture. Because of it beauty, Jatiluwih village becomes one of World Cultural Heritages (<http://whc.unesco.org/en/list/1194>). The determination of Jatiluwih village as world heritage, on the one hand has broad the name of the village to the international world. However, behind the beauty of the tourism destination area, the fact is that the people of the village and the owners of the rice fields have not got any benefit from the tourism activities in their area. The agent who sold the package tour to Jatiluwih village, in practice, do not only bring a tour guide. They even often bring various needs of tourists such as food, drink, and other things from their office. Hence the local people earn their living by working as vendors, food and drink seller, and handicraft sellers do not get any benefits at all, they only get the garbage. As they do not get any economic benefits, the local community, the farmers in the village finally opened a new sector, that is poultry farm. This obviously has an impact of pollution coming from chicken manure that can contaminate the international tourism (Sulistya, 2012).

Tourism development in an area is often something which cannot be enjoyed by the local people who actually are the important part that cannot be separated from the tourism. In practice, tourism development often focuses on the need of the consumers and forget the need of the community, especially the human resources capital (Widiastini, 2016). This obviously has to be an important agenda for the policy maker in developing tourism in the future, in order it can give benefits to all parties involved in it, especially for the local people. Hence, as stated by Widiastini (2014) traditional food is one Balinese cultural component which is very good to be developed by using, processing and presenting the local raw materials to become tourism products that can be accepted by local, national, and foreign tourists. In its application one needs to understand the ingredients and the technique of processing that suit the consumers, i.e., tourists, not the public. In addition, the presentation of the product is important, in which the producers have to understand the trend in presentation that is developing, the form, color, and size/ portion which is preferred by tourists that become the target.

In today's development village tourism is a form that is develop massively almost all over the world even in Indonesia, almost all provinces and regencies have develop tourists villages with the hope of maintaining agricultural land, and give an added value to agriculture so that it can be minimize land conversion. Village tourism, as what is stated by Naser Egballi, *et al.* (2010, Suarthana, *et.al* (2015), Gartner (2005), and Nilanjan Ray, *et.al* (2012) that the effort to strengthen the local economic development in the village is comprehensive, given the great value of tourism, from economic, environmental, social and cultural perspectives. In this case, it can be understood that the development of village as tourism destination area needs specific action and need to be monitored continually, especially when the potentiality of a village is sighted or even wanted to be used by outsiders who have grater capital than the local people.

Handicraft as Business Multiple Opportunities for People with Minimal Capital

The culture of the community as tourist attraction has been known since tourists enter a tourist destination area. There are ten elements of culture as tourist attraction explained above. They are : (1) handicraft, (2) tradition, (3) history of a place/region, (4) architecture, (5) local/ traditional food, (6) dance and music, (7) way

of life of a community, (8) religion, (9) language, (10) local/ traditional custom (Ardika, 2004). Handicraft as one of the cultural elements that exist in Bali is not only useful for artisans, it is also useful for the community around the place of tourist attraction who work as street vendors, or more known as *pedagang acung*. *Pedagang acung* as explained by Widiasini (2016), is the name given specially to sellers who work in various tourism destination areas in Bali by showing the commodity to the consumers. *Pedagang acung* can be defined as emic since the definition is culture-specific, i.e., Balinese culture. Hence so handicraft industry that is present is the effect of tourism with multiple opportunities. As what is stated by Szivas (2008: 206), it gives a description about job vacancies in tourism industry as industry with multiple products, in which the tourist's experience as a whole is created by a mix of products. Job vacancies in tourism include jobs in various sectors such as accommodation, restaurant attraction flight, souvenir shop, travel bureau and travel agent, transportation, etc. In addition, various sectors associated as a wide range of jobs with various human resource requirements. Hence, handicraft in practice is mostly produced by people with minimal capital who have to be given good opportunities both in the process of production and sale, so that handicraft as one of Balinese community cultural element can be maintained and preserved to give economic benefits to them.

In terms of women, Arsa (2009) in his article "Perempuan dalam Industri Kerajinan Ukir di Kabupaten Gianyar" explains that the presence of women in handicraft industry is the form of self-actualization of women who want to show themselves as individuals capable of working in public sectors, not only as housewives. In this case, the limitation of education that the women have also become the factor to choose a job in the skill sector. With the minimal capital the women who work in handicraft industry tend to work as finishing hands (smoothening the handicraft and painting it according to the job instruction). However, this is accepted and done well by the woman who choose to work in the handicraft industry, given the limitation of their ability, and the fact that the entrepreneur still prefer men for doing hard work in the handicraft industry. The importance of the possession of capital is stressed by Plummer (2011) who break down capitals into seven for people to survive or exist. In this case, the number of people who have the seven capitals is very limited (economic resource, social resource, cultural resource, symbolic

resource, political resource, physical resource, and personal resource). However, to be able to get a certain position, one needs capital, in this case, the less capital one owns the less access one has, the same thing is true on the contrary, the more capital the more access to enter a job which is formal with high salary.

In the channel of the distribution of the product of the Balinese handicraft industry, Widiastini (2015; 2016) give a special description of Balinese women who choose to survive as street vendors in some tourists places in Bali, especially in Kintamani, in which they do not only sell handicrafts produced by Balinese people but also the ones produced by artisans outside Bali. They sell souvenir to tourists who visit tourism destination areas such as Kintamani, Sanur, Kuta, Tanah Lot and other places which give them opportunities to get some income using their limited capitals, in which the money they get from the sale is used to meet the needs of the family. Hence, it has a wide range of implications on the people with the development of tourism, the local people should have big capital to be able to take advantage from tourism and the people who only have limited capital can also take advantage of the situation by selling souvenirs. However, to make them able to take an optimal advantage, they need help from the government, at least by giving them place to sell their goods.

CONCLUSION

Based in the explanation above it can be understood that agriculture and handicraft can be used as alternative solution in improving the state economy in tourism sector. Agriculture can be synergized with tourism through the uniqueness that can be developed, such as rice field terraces and *Subak* system that are found in Bali. In addition, handicraft provides an opportunity which is appropriate for people with minimal capital which can be developed through new innovations which are still inspired by the culture of an area with the purpose of preserving the culture of the area.

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IDEOLOGICAL DISCOURSES ON ENVIRONMENT IN BALI TOURISM DEVELOPMENT

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ABSTRACT

The environment is increasingly occupying important issues in all aspects of life including the tourism business that is often highlighted to ignore the environment. Because it is so crucial, it is constantly discoursed not only in local and national contexts but more globally. In these evolving discourses, it turns out that there are a number of ideologies that show the interests of those who discoursing them. This research uses qualitative approach, and scientific cultural studies paradigm. The purpose of this research is to know the ideologies of global, national and local environmental discourse. Research results show that based on the global ideology of sustainable development, there are ecological sustainability, economic sustainability, and social sustainability. Ideology of national environmental discourse which is a transformation from developmentalism ideology (modernization) can also hegemonize company industry, society, with legitimizing by law and regulations issued about tourism and environment, so that the sustainability of development can be achieved. The ideology of local environmental discourse there are various local knowledge (local genius) related to the environment that has been practiced by certain countries, especially the developing countries, where tourist destination areas such as Bali have run it through religious ritual, as well as through the daily life of the community .

Keywords: ideology, environmental discourse, tourism development.

INTRODUCTION

The issue of green tourism emerged because of some problems such as market saturation of destinations offering conventional products, increasing global warming that has become a global issue, awareness of tourism and tourism industry actors, as well as sustainable tourism development which is including tourist satisfaction, environmental conservation and welfare of local community (France, 1997) which can also be seen in three folding or three pillars (Perlas, 2000). All are involved in carrying out sustainable tourism activities namely government, employers, society (politico-economy-culture). Each of these pillars has an interest in the sustainability of the business or practices that occur in the world of tourism.

Almost all tourism components including the hospitality industry are motivated into green issues to meet the tastes of tourists and to comply with central and local government regulations in tackling environmental damage (Murni, et al., 2014; <https://ojs.unud.ac.id/index.php/ecs/article/view/9117>, downloaded 8

December 2017). Green tourism or green tourism is a term that is widely used to show various activities related to tourism based on the environment, thus green tourism is very close to the term sustainable tourism and eco tourism. Sustainable tourism is a tourism activity with various forms, which is expected to meet the needs of tourists and the host community, but still protect and improve future needs, sustainable tourism must be able to meet the four criteria that is environmentally, socially, culturally, economically that is not negatively impact on environmental changes, in other words the environment must be maintained, not harmonious with respect to the culture and social of the local community, and economically can benefit the company, the government, and the local community (Mowforth 1998). Ecotourism essentially emphasizes on some characteristics of promoting positive environmental ethics, not destroying natural resources, concentration on intrinsic rather than extrinsic values, ecocentric oriented rather than anthropocentric, must be beneficial to wildlife and environment in terms of science, economics, and politics. It should also be an experience in the field of the natural environment, can be a place for education and appreciation, and has a high dimension of cognitive and affective experience (Page and Dowling, 2002: 26)

Mowforth and Munt (2003: 321) describe the relationship between tourism-sustainability-globalisation, which relates to the first world power over the third world. Sustainability discourse is deliberately triggered by developed countries for the sake of the environment (Rio summit) which actually protect the interests of the environmental capitalist. Developing countries are forced to follow rules or regulations to save the environment by paying for or buying products produced by developed countries. Its environmental ideology is certainly its estuary on economic benefits. In other words, in order to survive global capitalism must produce consumption itself. Producing consumption means creating artificial, luks or pseudo necessities that are not essential (Piliang, 2011: 209).

Implementation of green tourism in the hotel refers to operating activities that are based on global environmental practices implemented from one of the accreditation/certification used by the hotel (Murni, *et al.*, 2017). The environment in question is both the physical environment and the cultural environment, both within the hotel itself and the surrounding environment, as well as the surrounding community environment (Yusof, 2014). In the implementation of the physical environment the emphasis is more on the environmental management system, which leads to energy savings, water savings, waste treatment and hotel waste that mostly

refer to ISO 14001 or ISO 14000 series. Almost all environmental management systems in the hotel use the standardization. Beside that, the global environmental accreditation, the hotel is also required to follow and adhere to local regulations, including to implement local wisdom owned by the local community where the hotel was built.

The hotel implements global environmental green tourism practices on the one hand and Tri Hita Karana's local environment on the other hand to meet environmental and cultural concerns, as well as to increase income from the economic side. However, when the environmental practices are implemented simultaneously, there will be problems at the hotel because the concept of green tourism (global) is different from the local concept. The concept of green tourism globally emphasizes both aspects of nature and human aspect, or can also be divided into three aspects, ecology, economy, and sociology, while the local concept emphasizes three aspects, namely environment, human, and God (ecology, sociology, theology) .

RESEARCH METHODS

This study is a literature review and designed using qualitative methods, in accordance with the study of interdisciplinary cultural studies, which describe and interpret in depth about environmental discourse. In accordance with the methods used, data analysis techniques in this study is qualitative data analysis techniques. Data analysis performed in accordance with qualitative analysis procedures as presented Miles and Huberman (2009: 16-19) that is data reduction, data presentation, as well as the conclusion and verification of data.

RESULTS AND DISCUSSION

Eagleton (1991: 1-2) provides a variety of definitions of ideology, best suited to a local-global ideology in environmental certification. Especially some ideological meanings that say a set of characteristics of ideas or thoughts of a particular group or class, ideas that help to legitimize dominant political forces, false ideas that help to legitimize political power, conjuncture of discourse with power, conscious social actors understand the world.

Global Ideology

The global ideology in the discussion here is described from sustainable development in terms of three aspects, namely ecological, social and economic sustainability. In addition, the global clean and green ideology is also widely adopted by almost all countries in the world.

The term sustainable development is used for the first time in the International Conservation of Nature (IUCN) report themed on the World Conservation Strategy or 'Global Strategy for Conservation'. However, this term has unwittingly been used also by Dr. Gro Harlem Brundtland, Prime Minister of Norway and President of the World Commission on Environment and Development, established by the United Nations in 1983.

Sustainable tourism development is described as a process that can meet the needs or satisfaction of tourists, can meet the needs of the host community, and can preserve the environment in the long term. Sustainable tourism must be able to meet criteria that is environmentally, culturally, economically (Mowforth, 1998). That is, it does not have a major impact on environmental change. In other words, the environment must be maintained, does not cause disharmony to the culture and social of the local population, and economically can meet the benefits of companies, government, and local residents. The least sustainable tourism can fulfill the triple bottom line (economic, social/cultural, environmental) or can meet five aspects called pentagon magic term described by five diagonals, namely (1) economic health, (2) well-being of locals, (3) satisfaction of guests, (4) protection of resources, and (5) healthy culture (Donyadide, 2010: 427).

The global ideology in the field of the environment can also be seen in the first sustainable development discourse or initiated in 1987. However, initially the issue of sustainable development was discussed through the UN conference on the world environment held in June 1972 in Stockholm, Sweden. The conference can be regarded as the embodiment of the international community's awareness of the importance of cooperation in handling environmental problems and at the same time the starting point of the next meeting discussing development and environmental issues.

The Stockholm-based conference with the motto "Only One Earth" produced declarations and recommendations that could be grouped into five main areas: settlement, natural resource management, pollution, education and development. The Stockholm Declaration calls for the shared commitment, the shared view and

principles of the nations of the world to protect and improve the quality of the human environment. The introductory human environmental concept emphasizes the need for measures to control population growth, eliminate poverty, and overcome the hunger suffered by most people in developing countries. The Stockholm Conference begins to involve all governments of the world in the process of environmental assessment and planning, unifying the opinions and concerns of developed and developing countries for saving the earth, promoting community participation and developing development with environmental considerations (<http://www.menlh.go.id>).

From the perspective of global ideology, the practice of green tourism in the five-star hotel in Nusa Dua tourism area can be seen from the offer of green tourism certification given to the hotels that are able to control the environmental management, especially in energy saving, water, solid and liquid waste management, as well as the hotel's commitment in the social and cultural fields of the local community for the sustainability of the company without sacrificing the environment. In environmental terms, environmental certification has also been pioneered by the United States by introducing acclaimed and highly prestigious accreditation and certification, Green Globe 21, which certifies hundreds of countries in the tourism sector and other sectors deemed to be implementing environmental management. Earthcheck is also a derivative of the green globe that certifies the Asia Pacific countries in accordance with the agreement of the United States with other countries, such as Australia (EC3 Global) in selling certification to its target countries such as Indonesia.

As described by Newell (2010: 6), hegemony is never finished, even the extension and deepening of the logic of capitalism into the new geographical and ecological territory of this planet seems unprecedented. This process needs to be adequately understood as a political and economic phenomenon with important social and environmental consequences for both academics of global environmental change and for all as a society, who will live with the benefits and problems it will bring. Furthermore, Gramsci discloses that hegemonies such as an agreed consensus, in this case such a body or institution that sells global environmental certificates to other hotels or companies in the name of environmental saving is economically beneficial and sociable. The slogans are also very persuasive and very appreciative of planet. As EarthCheck's slogan is "The planet deserves more than half measures". From the slogan put forward by agencies / companies that sell

environmental labels, it's as if they really appreciate the planet or the earth, whereas every kind of label is offered, all there is to pay.

Environmental awards, first initiated by the United States as a certifier or award to resort companies or hotels that have implemented green tourism. Just look at the Green Globe or Earthcheck award given to hotels that have become partners and notabene is an international hotel chain that had previously made a deal. With prestigious awards globally and awarded to the hotel's international network, its echoes will be heard and felt all over the world. Ultimately as a global certification body / institution will be easy to sell its products labeled environment. What's more now the trend of tourists also changed, ie they will find tourist attractions and places to stay that tend to lead to green tourism.

Economic sustainability actually becomes the focal point of all activities under the guise of the environment. Almost all declared planetary slogans carry the economic sustainability behind it. Just look at the world footballers invited to plant mangroves for the "save the planet", the tail is the revitalization of the Bay of Benoa which ultimately also contains the economic ideology of central (central) power.

In addition to the economic sustainability ideology undertaken by the state, globalization has also become the most successful instrument for changing international politics. Almost every country exploits globalization for the national interest. Using a variety of methods, both from subtle and rough ways. Some use violent instruments to assert their position on the international scene, others use trading instruments to widen market share to developing countries. Among the players of globalization there is also that infiltrate their cultural elements into the system of other countries in order to increase the image of the country. According to Huntington (1996: 215), in the global arena, the question of hegemony seems to be one of the most relevant social theories to know the process of ideological war called war between civilizations.

With the advent of information technology and transformation, the barriers of the country due to distance and deadline seems to have become no longer a constraint. As a result, the flow of information exchange from different parts of the world flows freely to all corners of the world. This condition allows seizure of influence between a country to another. That is why the countries that control in the media of information technology are the ideological-political rulers of the world. The United States is the only superpower country that has proven its victory in this arena. The products of this superpower culture have penetrated and become a mecca in

almost all countries. In the field of tourism especially hospitality, the United States has managed to sell hotel branding to the world including Indonesia, where Bali can be said representation of Indonesia because almost all hotel chains in Indonesia exist in Bali. The chain hotels are Hyatt, Sheraton, Marriot, Westin, St Regis, Laguna, and many other hotels under American management.

The five star hotels in Nusa Dua are inseparable from the interests of certain parties to make a profit, both in business and in the economic field. The hotel is one of the important components of tourism that provides a lot of jobs for the people around Nusa Dua tourism area and the people of Bali in general. Behind the practice of green tourism and THK Award in five star hotels there are several other ideologies working behind it, such as the economic ideology of the tourism industry. The ideology of the tourism industry works in a subtle way by impersonating the economic welfare of the people around the five-star hotel area so that unemployed people can work as employees in the hotel or villa built.

The above is similar to Althusser's opinion (2010: 128) which states that under feudalism, when humanist ideology becomes revolutionary, it remains bourgeois. In a bourgeois class society, economism always plays, and still plays a role in veiling certain economic and economic practices of class which is governed by the relations of production, exploitation and exchange, and by bourgeois law.

Based on sustainable development or sustainable tourism that also gives attention to social aspect, it is better to see the implementation of CSR (corporate social responsibility) at five star hotel in Nusa Dua tourism area. Because the concern for the surrounding community can be seen from how seriously these hotels implement CSR which is one of the requirements of awarding environmental certification.

CSR is also a derivative of the concept of sustainable development that must be run by all corporations or companies that utilize natural resources for the benefit of the company. CSR initiated by developed countries is actually made to deceive or eliminate the sins committed by the company because it has exploited nature and its contents for the benefit of his company. The industrial logic applied to the market (corporation), in which the law of the market turns out seems to be fooled by the imposition of this CSR. The industrial logic disguised in the spirit of capitalism seems to be declared with these social responsibility issues. In fact, the main objective of the issues that developed among the Marxists and socialism itself still believe that

development developed in various parts of third world countries is still in the form of developmentalism itself.

Environmental issues in its own journey are an inevitable part of an industrialization. This reality seems to be a justification that industrial (economic) and ecological concepts are two things that are hard to find. This fact further reinforces that the two concepts contradict each other. The classic question that always arises is whether this economic development should sacrifice the environment. As if this question can be answered by implementing CSR in helping to alleviate the problems, in addition to promoting and of course imaging as an environmentally friendly business and side with human life.

It should be noted that in the past year the total amount of CSR donations allocated by corporations to address environmental concerns amounted to 5% of corporate profits, used for human needs (basic living, education, health and housing) costs, for supporting infrastructure and the rest for the restoration of his own natural conditions. Conversely, the social costs required to recover against natural conditions are many times that number. Corporate profits and natural recovery costs are usually not comparable.

National Ideology

The global economic interests, along with national, ethnic, religious, and political ideologies will continue to fuel a conflict that can lead to mass mobilization activities that are able to legitimize the new regime. The economic and political system is ideologically or in the context of the social actors capable of changing the system. In everyday life things like this are often seen, all groups do or enter the idioms they have to achieve goals, both personally and in groups. In the case that the government gives permission to build starred hotels in community-sterilized locations, where the location has been sacred from the sordid but due to economic and tourism interests, the government permits the building of hotels.

These events in life can be present in the self as a series of messages that are very confusing or can be present in the self as potential messages in the form of a stimulus of the natural environment that is present in the self as a living organism. Some messages are also present in the form of language and some present in the form of social codes, even present in the form of ideologies that acting as power (Rudyansjah, 2009: 42). This suggests that ideology and power are spreading everywhere, both in the highest system of government to the lowest system of

government, in education ranging from the lowest to the highest, as well as the life of society in the micro-political level.

The construction of a five-star hotel in Nusa Dua is not only the ideology, power and politics of the local or provincial government, but there is an ideology and other power behind it that helps so that ideology, power and politics goes well without any significant obstacles. Althusser (2012: 25) explains that his ideology and practices in each of these apparatuses are the realization of an ideology (regional unity of different religions, ethics, politics, aesthetics, etc.) whose existence is guaranteed by his position on the ideology of the ruler. Thus an ideology always exists within an apparatus and in its practice.

From an analysis study conducted in connection with the marketing and tourist needs of attractions, beaches and culture, it is deemed necessary to protect Balinese culture (locals) from large-scale development and bring about great change. Therefore, it is suggested that the development of tourism should be separated (enclave) with the local people, its location is recommended on the seafront, and close to the airport. So the consultants dropped their primary choice on Nusa Dua.

Actually the separation of tourism development with the local population is not only to protect the local culture but also to secure capitalist exploitation. According to Mbaiwa (2005, 159), tourism enclave is a kind of "internal colonialism". Natural resources in a host region benefit the outsiders, which can mean that enclavism is internal colonialism, because it benefits more outsiders, whereas the local people get little or nothing. The same thing can be seen in the writings quoted from twinside.org which reveals that modernity and economic processes that support this demand also simultaneously dictate the form and speed of the development of tourism. Globally, the process of enclavisation in tourism has been the result of the need to create exclusive tourism centers. Enclaves are also often seen as safe investments, which will ensure stable, continuous, reliable income streams, unfamiliar with the tourism sector. Enclavisation exploits local resources, but provides little benefit to the local economy.

The establishment of BTDC (Bali Tourism Development Corporation) as a developer and manager of Nusa Dua tourism area, can be attributed to Michel Foucault's theory of power / knowledge in which government power is not a property, but a strategy. BTDC then changed to ITDC, which is Indonesia Tourism Development Corporation, where ITDC as a single autonomous enterprise in developing and managing Nusa Dua tourism area is a representative of central

government in managing the area with vision and mission "To be world class company (corporation) developing and managing tourist resort with environment friendly and social / cultural approach. With the mission, ITDC as a state-owned company (owned by the government) has the authority to develop the area that in fact should benefit from the development. The question is whether a state-owned enterprise whose profits to profit does not sacrifice the environment and culture. The answer to this question is very difficult because there is no development without using land. Every land that is built there must be a change and often evictions occur, either the eviction of people who support the culture, various living things that inhabit the original habitat, or plants that have various functions.

Local Ideology

In accordance with Foucault's theory of power discourse/knowledge, which reveals that the power of knowledge is not only the power of the state, on the socio-political structure, the capitalist-proletarian structure, the boss-slave relationship, the periphery-center relationship. But instead focusing on smaller individuals or subjects that are more easily conquered because power in this case is not property, but strategy. This means that what is needed by society today can be adopted and fulfilled although in practice it can not be seen clearly the promised result. The discourse of clean and green was proclaimed by the Governor of Bali from the time the head of the province of Bali until the second period, the discourse continues and is planned until 2018 until the end of his post. From the beginning the Governor of Bali is committed to making Bali the first clean and green province in the country. This program is in line with the efforts to conserve the environment and nature of Bali in the midst of the swift currents of globalization, as the conception of tri hita karana. From the above description can be criticized that the discourse of clean and green by raising green economy and green culture is very difficult to implement. How can say green economy if hotel development in south Bali never stops. The number of hotel developments leads to uncontrolled groundwater drainage, reduced green spaces, coastal densities that can cause abrasion, development imbalances will invite jealousy, and many other issues that are incompatible with green economy: economic improvements, accompanied by welfare and community civility without sacrificing natural resources. Similarly, green culture is very difficult to measure, such as what is green culture and whether a culture that is steady or dynamic culture. Moreover, clean and green, it seems still far from expectations.

Clean or clean are also a lot of indicators, not only solid and liquid waste, but also hygiene and sanitation that become one unity.

In the Hindu religion of Bali, *Tri Hita Karana* (THK) is a concept of the cause of harmony. THK is a concept born from the teachings of Hinduism relating to how human relationships with what is around him and who created it, which consists of elements *parhyangan*, *pawongan*, and *palemahan*. Since 1969, THK is a foundation philosophy in Balinese society development and confirmed in the Regional Regulation on RTRWP, namely the regulation of area or Perda No 4/1996. Until now THK has become a philosophical foundation in the life of Balinese Hindu society, both in action with society and actions with human beings.

The application of *Tri Hita Karana* in the life of Hindus in Bali can be found in the realization of *parhyangan* (*parhyangan* to the local level in the form of the heaven of the universe, at the village level in the form of the village temple or *kahyangan jagat*, Hindu people in Bali, for indigenous villages include *customary village*, family level covering all family members, *pawongan* at the local level covering the province of Bali, at the village level covering border of village "asengker" *bale agung*, at family level covering housing yard.

The global ideology of the developed countries hegemonizes developing countries under the pretext of saving the earth. The ideology of the state is also almost the same as adopting criteria or standards issued by developed countries. The difference is that the government hegemonize companies, institutions, and society for the sake of sustainable development that includes three important aspects, namely environmental, economic, and social. Local ideologies also do not want to lose in sounding save the environment by promising harmony, by cooperating with THK philosophy that has become the basis of life of the Balinese Hindu.

The THK Award's local ideology can be seen from the three aspects used as the criteria in certification or awarding the hotel, tourist attraction (such as recreation park / ecotourism), resorts, tourist attractions, special retreat, tourist areas, schools, colleges and offices /government agencies. THK Award wishes to provide awards and accreditation to companies and agencies, in order to implement THK philosophy in accordance with the criteria set by its benchmarks.

Tri Hita Karana Award sold to hotels also need to be scrutinized from all three aspects. For example, the application of THK in a hotel that is considered good and has been certified Gold/Emerald, whether must have run all aspects with

harmony. This is important because the harmony itself is actually very difficult to measure although it can be quantified statically. For example, a hotel has a physical environment in accordance with the standards, the surrounding community has gained welfare, its temple is very artistic and in accordance with its location. It is debatable whether the hotel can be said to be "holy" because its rooms are littered with intimate relationships, for example by non-married spouses or when that happens, whether a regular religious ceremony (Hindu) done by the hotel is sufficiently capable to neutralize the chaos that occurs.

CONCLUSION

Based on the chapters discussed above can be drawn several conclusions, namely as follows.

The ideology of environmental discourse in the global context begins with the ideology and discourse of sustainable development that is always used as a backdrop for every development. Based on the ideology of sustainable development, it can be divided into ecological sustainability, social sustainability, and economic sustainability.

The ideology of environmental discourse in the national contest (Indonesia) which is incarnate on the ideology of development can also hegemonies the company, society, by legitimizing through the laws and regulations issued about the environment and environment so that the sustainability of development can be achieved. In addition, the government also issued regulations on the determination of the tourism area of Bali, including the enclavism of Nusa Dua tourism area, the ITDC's economy as a regional manager, and the determination of the strategic area of national tourism (*kawasan strategis pariwisata nasional* or KSPN).

The ideology of environmental discourse in the local context (Bali) can also play a role in environmental discourse, clean and green issues are also part of the global ideology which has been practiced by some developed countries also descended on developing countries, and ultimately boils down to the deep areas THK ideology which is the three concepts that contain the meaning of the cause of harmony. THK is a concept born from the teachings of Hinduism relating to how human relationships with what is around him and who created it, which consists of elements *parhyangan*, *pawongan*, and *palemahan*. This local ideology was transformed into THK Award initiated by THK Award Team from Bali Travel News which is the Bali Post Media Group. After ten years of running, eventually separated

with Bali Post by making their own foundation (THK Award Foundation), but still seek government support for the sustainability of THK Award. THK Award is claimed to have the support of the rulers of the environment to get the legitimacy of certification / accreditation to hotels and other companies. The criteria of each aspect (*parhyangan*, *pawongan*, and *palemahan*) are assessed, adapted to the criteria/standards derived from global environmental certifications, such as EMS and ISO 14001, which are also widely used by the global environmental certifier.

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SPECIAL-INTEREST MARINE TOURISM DEVELOPMENT IN SERANGAN VILLAGE, DENPASAR

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ABSTRACT

This research is held in Serangan Village, Denpasar Selatan District, Denpasar Municipality. Purpose of this research is to identify the potencies of Serangan Island which could be developed as tourism product such as special-interest marine tourism and to know the visitors' perceptions to the objects and attractions they visit in order to determine the most favorite tourist attraction in Serangan Village. Data of this research was collected by survey, interview, documentation and library study. The data is analyzed by using quantitative analysis (descriptive statistics) and qualitative analysis (descriptive and comparative analysis). The results showed that there are five potencies of natural attractions identified in Serangan Island which could be developed as tourist objects and special-interest marine tourism. They are the white sand beach, seaweed, clean blue sea, coral garden, and mangrove forest. The special interest-marine tourism are surfing, parasailing, waterski, snorkeling, diving, flying fish, underwater sea walker, banana boat, jetski, donat boat, glass bottom boat, horse riding, fishing, fast boat, turtle conservation and coral transplantation. The biggest market segment of those special marine attractions are 95% Chinese. The foreign visitors that visit Serangan Island about 94.41%, and the domestic visitors are about 5.59%. The most favorite marine attractions in Serangan Village is travelling through the quay by fast boat, it is 311,344 people. Then the second and third favorite are turtle conservation and parasailing, they are 18,040 people and 1,890 people. From the capacity ratio, the most favorite attraction is travelling through the quay by fast boat, it is 276.75, the second and third favorites are flying fish and underwater sea walker with ratio 157.50 and 132.38.

Keywords: identification of potential, special interest marine tourism, potential market segments, superior marine tourism products.

INTRODUCTION

Serangan Island is located in South Denpasar. It is a strategic tourism area which is located between two famous tourist destinations. There are Tanjung Benoa and Nusa Dua in the South, Sanur in the North East, and Benoa Harbor in the West. From its topography, Serangan Village is surrounded by the sea and mangrove forest in the North and the sea in the South, East and West. It is almost 60% of its area is the seaboard. Its coastline which surrounds the village is about 8 km long. Serangan Village has productive natural resources such as coral, seaweed,

mangrove and beach. As a tourist destination, Serangan Village has some marine potency which needs to be developed maximum in order to increase the tourism development in this area. Those potencies need to be developed based on the local genious concept of *Tri Hita Karana* so that they could bring sustainable development and benefit for culture and economy of the local people.

According to the Law of Tourism No. 10 Year 2009 it is stated that marine tourism is an effort to conduct tourism and water sport, also infrastructure and suprastructure and other services which is managed commercially in the sea, beach, river, lake, and dam. Indonesia with its 17,504 islands and 95,181 km coastlines, beautiful beaches and highest sea biodiversity in the world means that Indonesia has the biggest potencies of marine tourism in the world (Allen, 2002).

Water has restorative qualities, passive observation of the maritime environment in itself has been described as a fundamental tourism activity (Miller and Ditton, 1986). The unique character of coastal environment gives to various types of tourism development. While tourism is a component of integrated approaches towards coastal and marine management, the natural environment and tourism are inextricably linked (Mason, 2003). Some activities which could be done in the sea and beaches are exploring the beauty of the underwater such as sea walker, diving, snorkeling, water sports, enjoy the sea products, and doing conservation. Concept of marine development must include some efforts to conserve and rehabilitate the biodiversity and ecosystem of the area. Furthermore, its management should apply professional management in community-based, so that the effect of development could give some positive contribution to the economy of the society. The development of marine attraction must be supported by developing villages-tourism to create some businesses in the society (Bakkara and Sunantri, 2012).

Development of marine tourism needs the right system and management and accurate target (Siti, 2001). Marine tourism management must be changed from bureaucratic system to entrepreneurial system; mapping the potencies of marine tourism such as value, their characteristics, supporting facilities, and its capacity in supporting the economy; planning the investment and development which is got from potencies mapping, in order to develop its supporting facilities such as transportation, telecommunication, and other supporting facilities; developing the qualified human resources in marine tourism; making a good marketing strategies;

developing more attractive competitive, inclusive, and sustainable new marine tourism objects or destinations; increasing the safety, comfortness, and friendship in the location of marine tourism; stop sectoral and local ego, and developing “Indonesia Marine Tourism Incorporated” and applying KISS management (coordination, integration, simplification, and synchronization); and creating conducive investment climate and economy-politic for marine tourism development. Sustainable coastal development implies an attempt to promote greater livability and an equitable and just distribution of resources and opportunities in the coastal zone (Beatley, *et al.*, 1994). In fact where tourism has been a major issue in coastal areas and despite differences in locale and levels of economic development, there are strikingly similar evidences of environmental changes, mostly negative (Johnston *et. al.*, 1991).

The utilization and development of marine tourism potential, must still ensure the environmental sustainability and cultural wisdom of local communities, with the aim (Nurif, M. 2017): to keep the ecological process going; protect biodiversity, and ensure the sustainability and utilization of species and their ecosystems. The development should also guarantee the environment conservation and the local genueus and culture in order to keep the ecological process; to protect biodiversity and to guarantee the preservation of the species and its ecosystem (Mason, 2003).

Seeing those marine potencies in Serangan Village, the researchers are interested in researching the development of special-interest marine tourism in Serangan Village.

Problems in this research are the following: (1) What are the potencies and potential market of the special-interest marine tourism in Serangan Village? (2) What is the perception of the tourists to the special-interest marine tourism in Serangan Village in accordance with their market need?

Purposes of this research are as follows: (1) To identify the potencies and potential market of the special-interest marine tourism in Serangan Village, (2) To know perception of tourists to the special-interest marine tourism in Serangan Village in accordance with their market need.

Benefit of this research is that it could give ideas in determining the potencies of special-interest marine tourism that becomes development priority in Serangan Village and to determine the strategic planning for development.

RESEARCH METHODOLOGY

This research is conducted in order to identify the potencies of the special-interest marine tourism in Serangan Village and to determine the favourite marine product which was conducted from April to September 2017. Data collection in this research is done through survey, interview, documentation, and literature study. The analysis used is quantitative analysis in the form of descriptive statistics, and the qualitative analysis techniques in the form of descriptive and comparative analysis (Arikunto, 1992: 25).

DISCUSSION

The Potencies of Special-Interest Marine Tourism

The potencies of special-interest marine tourism in Serangan Village which could be developed as special-interest product are as follows: a) The beach with white sand is very potential to be developed as special-interest tourism product such as parasailing and the business or rental of long chair, beach umbrella, and traditional massage; b) Seaweed is very potential to be developed as various cakes and drink for tourist's souvenirs or consumption; c) A clean, blue, and wide ocean which surround Serangan Island could give a beautiful and attractive panorama; d) Various and colorful coral garden and transplantation in the eastern beach of Serangan Island could be developed as tourist object or attraction; e) Mangrove forest in the right and left handside of the entrance to Serangan Village could be developed as ecotourism.

Tourist Facilities

There are some public facilities in Serangan Island, such as road and a bridge, means of communication, health centre, worship places, quay, fishing spot, water, electricity, parking area, petrol station, and public toilet. Furthermore, the tourist facilities includes a) Sea-transportation such as phenisi boats and fast boats which connect to the islands of Nusa Penida, Nusa Lembongan, Nusa Ceningan, and Lombok; b) Accommodation (Paras Paros Hotel with 20 rooms); c) seven (7) restaurant (café) and twenty-eight (28) food stalls which sell seafood and seaweed products; d) Tourist object and attraction such as white sand beach; Water sport such as parasailing, waterski, snorkeling, flying fish, underwater sea walker, banana

boat, jetski and donat boat; Turtle conservation and Education Center (TCEC), turtle garden, turtle release to their habitat; Dolphin Lodge is dolphin attraction; Horse riding; fishing from the beach or to the fishing spot; 2 quays of fast boat (Sire Angen and Eka Jaya Quays); Coral transplantation; Seaweed plantation and crops by local farmers; Segara Mantra Camp for the students; Shell handicraft by local people are as souvenir and export. The special-interest of marine tourism product in Serangan Island are surfing, parasailing, waterski, snorkeling, diving, flying fish, underwater sea walker, banana boat, jetski, donat boat, glass bottom, horse riding, fishing, Quays/fast boat, turtle conservation and coral transplantation.

Tourist Visit to Serangan Island

Tourists that visited and used facilities for travelling through the quay by fast boat and phinisi boat and consumed other tourist attractions in 2016 are mostly international tourists, they were 321,954 people or about 94.41%. On the other hand, domestic tourists were 19,056 people or 5.59%. The biggest market segment of international tourists are from China, is about 95%, and most of them visited Lembongan Island and Gili Terawangan. Only a few of them used marine attraction in Serangan Island.

Tourists Perception to the Special-Interest Marine Tourism

In determining the tourist's perception to the tourism objects and attractions and services, it is more effective by using the number of tourist's perception in visiting and using the marine tourism objects and attractions in Serangan Island.

1) Determining the favouriteness of the special-interest marine tourism

Based on the number of tourists visit and usage to tourism objects and facilities, the most favourite tourism product in Serangan Village is travelling through quay with fast boat, it is 311,344 people. The second favourite is turtle conservation, it is 18,040 visits and the third is parasailing attraction, it is 1,890 visits. Based on the capacity ratio, the most favourite is also travelling through quay by fast boat, with ratio 276.75. The second favourite is flying fish, with ratio 157.50 and the third is underwater sea walker attraction, with ratio 132.38.

2) Condition Analysis for Policy and Development Strategy

In determining the development of tourism product in Serangan Village is by analysing all components condition which related with tourism development generally and special-interest of marine tourism specifically.

The condition of nature in Serangan Village seems good, especially the access to the water sport and to the quay in the South access/route of Serangan Village. On the other hand, the access in the North of the village seems dirty; especially when the sea in low tide, its cleanliness is not maintained well. The field of the village also has the same condition; it is not managed and maintained well. There are some animals like goats and cows walked around the field and the street. Their dirt polluted the environment of the village. Overall the cleanliness and beauty of Serangan Village is under standard. Furthermore, the area of pines and mangrove forest at the unpopulated area of Bali Turtle Island Development (BTID) has a big potency to be developed as some tourism products.

The condition of the road in Serangan Village especially the route to the tourism objects is narrow and its parking area is limited. This condition will slow down the development of special-interest marine tourism in Serangan Village in long term. On the other hand, the availability and condition of the infrastructure such as water and electricity are good enough.

Overall, the facilities of marine tourism in Serangan Village are good enough, but they are not managed well/not in good order. For example the fast boat, glass bottom, jetski, waterskis, phenisi boat, and fisherman's boat were not parked well at the beach and they could disturb the attraction of water sport. Number of accommodation is very limited and there is no travel agent in Serangan Village. There is a Bugis village which is rich with Islam culture but there is no cultural attraction at all.

Based on those conditions the policy and strategy of tourism development in Serangan Village in the future is by cooperating with BTID management in developing the tourism facilities; making zonation of parking area for water sport beside the beach; improving the environment management; making diversification of tourism product by increasing the types and numbers of tourist facilities from those potencies such as BTID areas, canal, local culture; increasing the capacity, quality, and number of public facilities which could influence the visitor's conveniences in visiting the village, especially in high

season; improving the management of business organizations in, especially those are managed professionally; increasing the cooperation with some travel agencies that can promote and sell the tourism products in Serangan Village and to increase its popularity.

CONCLUSION AND SUGESTION

Based on the discussion above, it could be concluded that:

1. The potencies of Serangan Village which could be developed as special-interest marine tourism are the white sand beach, seaweed, a clean, blue ocean, coral garden and mangrove forest.
2. The special-interest marine tourism or attraction in Serangan Village are surfing, parasailing, waterski, snorkeling diving, flying fish, underwater sea walker, banana boat, jetski, donat boat, glass bottom boat, horse riding, fishing, Quays/fast boat, turtle conservation, and coral transplantation.
3. The tourist visit in 2016 was mostly international tourists, they were 321,954 people (94.41%) and domestic tourists were 19,056 people (5.59%). Most of the international tourists were from China, and most of them visited Lembongan Island and Gili Terawangan. Only a few of them used marine attractions in Serangan Island.
4. Based on the number of tourists visit and usage of tourism objects and facilities, the most favourite tourism product in Serangan Village is travelling through quay by fast boat, it is 311,344 people. The second favourite is turtle conservation, it is 18,040 visits and the third is parasailing attraction, it is 1,890 visits. Based on the capacity ratio, the most favourite is also travelling through quay with fast boat, with ratio 276.75. The second favourite is flying fish, with ratio 157.50 and the third is underwater sea walker attraction, with ratio 132.38.
5. The policy and development strategy for Serangan Village are by cooperating with BTID management in developing the tourism facilities, making zonation of parking area for water sport beside the beach, improving the environment management, making diversification of tourism product, increasing the capacity, quality, and number of public facilities, improving the business management, and increasing the cooperation with some travel agencies.

Based on the discussion, there is still much potential potencies that is not yet managed in Serangan Village such as the areas of BTID, the canal, and the local

culture. It is suggested to make tourist products diversification which is relevant with the potencies of the village. Moreover, it is important to optimize the existed tourist attractions. It is also suggested to give a special attention to improve the favourite tourist objects and attractions based on the tourist visit.

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SUSTAINABLE TOURISM MANAGEMENT MODEL FOR TEGENUNGAN WATERFALL, GIANYAR

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ABSTRACT

In general, the aim of this research was to design a model for the management of Tegenungan waterfall tourist attraction located in Gianyar regency. The data were gathered through interviews, observation, questionnaire, and documentation. Data analysis was conducted using descriptive statistics, adopting a descriptive qualitative method. The findings of the study are expected to be useful for the management, local society, government, and Politeknik Negeri Bali. The results of the data analysis showed that the management model suitable to be applied to operate the Tegenungan Waterfall attraction pointed to the establishment of the Tegenungan Waterfall Attraction Management Board which should involve four stakeholders, namely community, businessmen, government, and universities.

Keywords: tourism, waterfall, tegenungan, model.

INTRODUCTION

Bali as a world tourist destination is not only famous for its unique arts and culture, but also has a beautiful panorama. Tourism developed in Bali is a cultural tourism that is inspired by the teaching of Hinduism and the philosophy of Tri Hita Karana as the main potential whereby tourism can serve as a vehicle for its actualization, resulting in a dynamic interrelationship between tourism and culture that makes them develop synergistically, harmoniously and sustainably so as to provide prosperity to society, cultural and environmental sustainability (Perda Provinsi Bali, 2012). The combination of art, culture, customs and beautiful natural panorama has attracted many tourists to visit Bali. Compared with other sectors, tourism is the most rapid sector in terms its development; this is because Bali has many tourist attractions, such as nature tourism, historical tours and cultural tourism.

Tourism, as an activity that directly touches various aspects of life and involves the community, has an impact on society. Such impact, be it socio-cultural, socio-economic or environmental, as well as the increase of the Balinese population, due to the urbanization of the population from outside Bali, of the livelihoods of the people of

Bali and beyond Bali, have led to the fact that local tradition has tended to change, that the religious rituals become more lively due to the increase of income (Wijaya, 2015). To maintain the existence of Bali tourism in the future, tourism development should always prioritize sustainable tourism development. Sustainable tourism provides positive benefits for people's lives and environmental sustainability (Damanik, 2006; Butarbutar, 2012). Sustainable tourism development can cancel out the negative impacts to improve the quality of life of people and tourist destinations (Yazdi, 2012). Sustainable tourism is tourism that can meet the needs of the present and the future, does not damage the environment and local culture to be inherited to future generations. In principle, sustainable tourism is tourism whose activities still pay attention to the balance of nature, environment, culture (Ene, 2010) and economy so that tourism can continue. In other words, the management should be able to provide economic benefits for all stakeholders, be it government, private sector, and local communities. In sustainable tourism, tourists who come not only have fun, but also get more experience in order to gain insight and development of knowledge for themselves. The attitudes to be displayed by tourists when visiting a region to support sustainable tourism include: responsible, in the sense that it does not cause natural and cultural damage to the area they visit; respectful, in the sense that they respect the customs and culture of the inhabitants of the destination (Hasan, 2014).

Gianyar Regency has Tegenungan waterfall as a tourist attraction, located in Banjar Tegenungan, Kemenuh Village, Sukawati District, Gianyar Regency, Bali. In 2011 Desa Kemenuh was proclaimed as a cultural tourism village expected to maintain cleanliness and environmental sustainability. The location of Tegenungan waterfall is very strategic, which is close to Sukawati Art Market, Trekking Kalker Train Kaler Village Kemenuh, and on the same route to other tourist attraction in Gianyar supported by good transportation system. This tourist attraction has good potential and deserves to be developed as ecotourism in Gianyar, because it brings about positive contribution to society, i.e. increasing income and employment (Setiawan, 2010). Management of this attraction is currently run by the local community, and the average number of tourist visits to this object is 500 people per day.

This potential still needs to be developed because it has not been managed properly, which can be seen from the supporting facilities that have not been adequate. The absence of a life guard responsible for the safety of tourists who use waterfalls to bathe have led to the death of tourists. In addition, the excavation of rocks in the

upstream river around the object has caused the water to be murky leading to the damage of the environment. The management has no authority in regulating or prohibiting the existence of this excavation and the involvement of Gianyar Regency Government is undoubtedly required in arranging it.

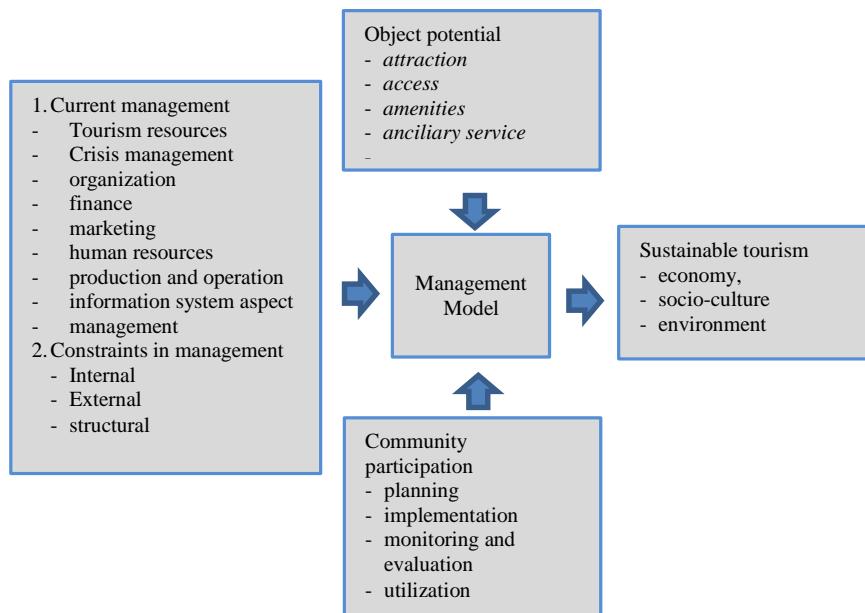
The future challenge in managing this attraction is to realize sustainable tourism, which is able to utilize natural resources optimally so as not to cause environmental damage, and tourists respect the social culture of local communities so that sustainable economic benefits can be distributed fairly to all stakeholders around the tourist attraction. A management model is needed (Mowforth, 200), which can answer the sustainability of the waterfall tourist attraction. From the background of the problems described above, in general the purpose of this research is to formulate the Tourism Management Model of Tegenungan Waterfall Tourism in Gianyar Regency to realize sustainable tourism. To arrive at the model, the following were be analyzed: (1) the perception of tourists to Tegenungan Waterfall in Gianyar regency; (2) community participation in managing Tegenungan Waterfall in Gianyar regency; (3) the management of the waterfall tourist attraction; (4) the constraints faced in managing Tegenungan Waterfall in Gianyar regency.

LITERATURE REVIEW

Tourism management is fundamentally an activity to arrive at sustainable tourism. The three pillars of sustainability are sustainability in economiy, socio-culture and environment (Pitana, 2009; Asker, 2010). Management means controlling, organizing, running or managing. Management includes aspects of tourism resource management, organizational crisis management, finance, marketing, human resources, production and operations, as well as management information systems. These aspects are interconnected and addressed by each different division to achieve a goal (Mowforth, 2000; Husein, 2005; Pitana, 2009). Management and policy were the most important two dimensions influencing the sustainable tourism development (Wang, 2016).

Community participation in developing sustainable tourism is very important, which can start from planning, implementation, monitoring and evaluating programs, and utilization (Yang, 2014; Budiasa, 2014). Local communities' participation in decision making, empowerment, and community knowledge about tourism do affect the sustainability of rural tourism development (Fong, 2015).

The elements that determine the success of a tourist destination are (a) attractions including natural and artificial attractions; (b) accessibility to location (access,) such as the availability of local transportation, whether land, sea or air, as well as supporting facilities and infrastructures; (c) Amenities such as accommodation quality, restaurant, financial services and security; (d) Support services provided by the government and the private sector (ancillary service) including regulations and legislation on tourism (Yoeti, 2008).



Pigure 1
Conceptual Framework

METHOD

This research was conducted at Tegenungan Waterfall in Gianyar regency. The number of respondents who participated was 100 tourists, and 30 local people. The informants were managers/public figures who know the management of Tegenungan Waterfall. Recruitment of the respondents was conducted using accidental methods, while the determination of informants was conducted using purposive sampling method.

The data were collected by interview, observation, questionnaire, and documentation, subsequently analyzed using (1) descriptive statistic technique (Yazdi, 2012), (2) qualitative descriptive analysis, i.e. describing phenomenon or relationship

between phenomena studied systematically, factually, and accurately (Kusmayadi, 2000).

RESULT AND DISCUSSION

Tourists' perception

Tourist attraction is everything that has uniqueness, such as natural beauty, social and cultural life which become the target or purpose of tourist visit. Broadly speaking, the factors that cause tourists to visit a tourist attraction can be grouped into four, namely (1) tourist attraction (attraction), (2) accessibility to access (access), comfort (amenities), and support services provided (ancillary service).

The average number of tourist visits per day was 500 people, and could even reach 800 people during holiday season. The majority of them were foreign tourists. The result showed that tourists' perception on Tegenungan Waterfall Tourism Attraction located in Gianyar Regency could be categorized as "Good", the average score being 2.63, as shown by Table 1 below.

Table1
Tourists' Perception on Tegenungan Waterfall in Gianyar Regency

No.	Tourists' Perception	Average	Remark
1.	<i>Attraction</i>	2,80	Good
2.	<i>Accessibility</i>	2,77	Good
3.	<i>Amenities</i>	2,48	Fair
4.	<i>Ancillary Service</i>	2,49	Fair
	Averages	2, 64	Fair

Source: Research 2017.

Tourists can enjoy the beauty of natural panorama (waterfall) and can also do other activities such as bathing or trekking. A total 100 tourists stated that this tourist attraction has a beautiful panorama, and can be caterized as "Interesting to visit", with the score being 2.80.

The result of analysis showed that accessibility to reach the location was in the "Good" category, with the score being of 2.78. Access to this location is very easy, can be reached by either two-wheeled vehicles or four-wheeled vehicles, or even tour buses because the road to the location is good. In addition, the location of this tourist attraction is in a very strategic route; from Denpasar to Gianyar we can take Ida Bagus Mantra highway, and is close to Sukawati art market and on the same route to other sights like Goa Gajah, Ubud, Kintamani. The only things not yet available are (1) public transportation passing through these attractions. Public transportation is very important

for individual tourists, since most of them organize their own journeys without the help of travel agents, relying heavily on public facilities; and (2) a location sign board that makes it easy for visitors to locate the tourist attraction.

The results of the study indicated that the facilities required by the tourists are not yet optimally available, for example there was no ATM machine, money changer, tour guide, certified life guard, WIFI, health facility for first aid to tourist (P3K). The amenities of this attraction were perceived by the participants as "Poor", with the average score being 2.48.

According to the tourists (participants of the study), the ancillary service available in Tegenungan Waterfall was "Poor", with an average score being 2.49. In the vicinity of the waterfall there are no other support services, such as travel agents, tourist information. Tourists feel that the manager has not provided optimal supporting services. For example, tourists who need information about hotel felt that no one served them.

Community Participation

Community participation in developing sustainable tourism is very important, whereby the goal is to provide welfare for themselves while maintaining the quality of the environment, and protecting their social and cultural life, so that its implementation can support the achievement of the three pillars of sustainability, namely economic, socio-cultural and environmental sustainability. Community involvement can start from planning, implementation, monitoring and evaluating the program.

The analysis of the level of public involvement can be used to describe the extent to which the people of Tegenungan village participate in its management which can be illustrated by examining their authority and responsibility. Because the village acted as the manager, therefore all the people got involved fully from the planner, implementation, monitoring & evaluation of the program, and utilization of program results. Decisions were made through meetings among the village people, where everything was discussed and decision was made through deliberation. In every decision made, there must be pros and cons, which affected the social life of the village. For example, in planning to provide a CCTV for the security of visitors, managers had to conduct meetings and the decision could only be implemented after an approval from the village was obtained. It was also true of the participation in utilizing management results: groups such as Family Welfare Education, Youth Social

Organization, and traditional musical ensemble all got funding for every activity they conducted resulting in good socio-cultural life.

The Management of The Waterfall Attraction

Tegenungan waterfall is located in Kemenuh village, Sukawati District, Gianyar Regency. Tegenungan village has of 1 (one) banjar, namely Tegenungan banjar, so that Tegenungan banjar is at the same time Tegenungan village. The result of interview with an informant, Mr. I Gusti Made Raka, the current manager, and some people from the village, showed that the existence of the waterfall as a tourist attraction was realized by the community in 1988 when Udayana University students carried out their community service in Kemenuh, Sukawati District, Gianyar Regency. At that time the students realized that the waterfall in Tegenungan had a very beautiful scenery and had the potential to become a tourist attraction. In 2002 in accordance with the results of a village meeting, the community is allowed to issue admission ticket for people who want to visit the waterfall. And the revenue was deposited to banjar to become cash for banjar. With the increase in tourist visit to the tourist attraction, from 2004 until 2014 in accordance with to the decision made in a village meeting, the waterfall management was agreed to be run by one of the village members. This was because village people felt that they did not have the ability to manage the attraction, and they only wanted to receive the net result for the village cash. This tourist attraction grew and became popular both nationally and internationally since then, where more and more tourists had been visiting the tourist attraction leading to increased fund coming into the village. Because it was considered to be growing, then from 2015 until now its management was taken over by the village, where village leaders acted as the head of the management.

On the basis of the results of observations and interviews with the manager, it can be concluded that this object has not been managed properly. This can be seen from the implementation of management by the management. All management is done by the managing chairman, but is does not yet have an organizational structure that governs the tasks and responsibilities in the management.

1). Management of Tourism Resources

Basically, the management of tourism resources is an activity to achieve the objectives of sustainable tourism, whether in terms of economy, socio-culture, and

environment. Managers are required to carry out effective resource management to ensure protection of ecosystems and degradation of environmental quality. The management has done some improvement, for example making a better stairs to facilitate the tourists who want to visit the location. In addition, for the security of tourists, railing has been placed on the stairs. Although the surrounding environment was still beautiful, the problem was the parking lot that was still not well organized. This was because the parking lot at this time was still owned by individual village members.

2). Marketing management

Marketing planning reflects the relationship between tourism products and its market. Tourism marketing strategy includes three elements: 1) market diversification; 2) quality improvement; and 3) season extension (tourist arrivals). Destination marketing is an effort to empower all the elements of the tourist attraction available and to design an event that can attract tourists on a regular and repetitive basis year after year. The results of interviews with the head of management of the waterfall showed that the manager does not have a specific strategy to market the waterfall. The manager had no cooperation with other parties (travel agents) to market the attraction; instead, they relied on mouth-to-mouth promotion by the visitors. This finding was consistent with the results of observation: the researchers have not found any brochure as one of the promotional tools in the research site.

3) Human Resources

Human resource management in the tourism industry is a series of activities undertaken to open new opportunities for people who want to join the world of tourism. Management of tourism resources in question concerns how organizational leaders develop their members to become a skilled manpower of tourism. The number of workforce was 49 people, all of whom were the residents of Tegenungan village, recruited with no consideration of education level, competency or age. So every member of the village who wanted to participate in the management will be accepted regardless of the competence they had. For example, the life guards who were very important to ensure the security of tourists were recruited from the village security force (pecalang) having no competence to become life guards. The employees could be grouped into 4 (four) groups, namely parking attendants, ticketing staff, cleaning staff,

and security officers. The management has not conducted any training to improve the employees' ability.

4) Financial Management

Financial management is a very important issue to raise the trust of the village members to the management. Up to this time, the only thing that the management has done was directly depositing the money received every day to the Village Credit Institution (LPD). The amount was determined from the number of tickets sold. The admission ticket to enter the attraction is 15 thousand rupiah for foreign tourists, 10 thousand rupiah for domestic tourists, and 5 thousand rupiah for local tourists (Balinese). Financial reporting from the manager was done every month during a meeting.

5) Organizational Management

Since the attraction was run by the village, any decision made should come out of a formal village meeting. Therefore, the management of the attraction was basically the same as the management of *banjar* in Bali.

6) Crisis Management

Crisis management in tourism industry is a very essential component, used not only to identify kriris but also to limit its impact on the organization, tourist destination, and related industries. In relation to the management of the waterfall attraction, the problems that might have an impact on the sustainability of the attraction included the of pros and cons among the community members against the head banjar as the manager, the excavation in the upstream of Petanu river that made the water murky, the arrangement of buildings around the waterfall, and the competition between the village of Tegenungan and Blangsinga village to claim over the waterfall. The current management did not have any clear concept as a solution to solve the problems.

Management Constraints

The results of interviews with managers indicated that there were various constraints evident in the operational activities of the waterfall. All of the constraints were grouped into 2 (two), namely internal and external issues. Internal problems were all problems that existed in the village that brought about some impact on the

management of the waterfall, such as human resource capabilities, pro and contra attitude within the community, the arrangement of parking lots. While external problems were problems that came from outside that had an impact on the management of the waterfall, such as the excavation, arrangement of the environment. The constraints can be explained as follows:

1). Human Resource Capability

The community involved in the management did not have competence as required. In accordance with the results of the village meeting, all village members were welcome to participate in the management with no consideration of competence.

2). Pros and Cons Attitude

This attitude was triggered by the distrust of some village members against the manager. Those in the contra position showed indifference to the existence of the waterfall. This distrust concerned liability of the money received from the sale of admission tickets. According to the manager, such pros and cons attitude had a negative impact on social life of the society.

3). Arrangement of Parking Lot

Since currently the parking lots belonged to individual village members, consequently they were not well organized.

4). Arrangement of the Environment

In the upstream of the Petanu river there was an excavation that could destroy the environment and the river water became murky, so the view of the waterfall became unattractive to visitors. In addition, the existence of buildings which belonged to individual village members might cause damage to the natural scenery around the waterfall. The management did not have the authority to regulate it, because it was the authority of the government to regulate it. If the solution to problems caused by the external factors were not sought, then it could bring about a negative impact on the sustainability of the waterfall as a tourist attraction.

5). Conflict Potential

There was a conflict potential with the neighboring village, Blangsinga village, concerning the naming of the tourist attraction, because the original name of the waterfall was Srogsrogan waterfall located between the Tegenungan village and Blangsinga village. Naming it Tegenungan waterfall is likely to indicate that this waterfall belongs to the Tegenungan village. This has the potential to create conflicts between the two villages in the future, because Blangsinga village wants the name of the waterfall to be returned to Srogsrogan waterfall. This problem has not been solved so as to ensure sustainable tourism at the waterfall tourist attraction.

6). Management Model

The constraints encountered in managing the Tegenungan waterfall tourist attraction will have an adverse impact on its sustainability as a tourist destination. To overcome the problems faced by Kemenuh Village in managing Tegenungan Waterfall, then the appropriate management model is by forming a Tegenungan Waterfall Management Board (TWMB) whereby a manager is appointed to run its operational activities. Preferably, the appointed manager should be recruited from Tegenungan village or from outside of the village provided that they have the credibility and competence required in performing their duties. The selected manager should be given the authority to run the management in a professional manner while the village keep monitoring and evaluating its operational activities. Employees recruited by the management should come from Tegenungan village with their competence being given due consideration. TWMB should form planning department, marketing department, HR, Finance with their respective job description, and TWMB also should establish cooperation with private sector and the government. The Tegenungan Waterfall Management Model located in Gianyar regency can be seen in Figure 2 below.

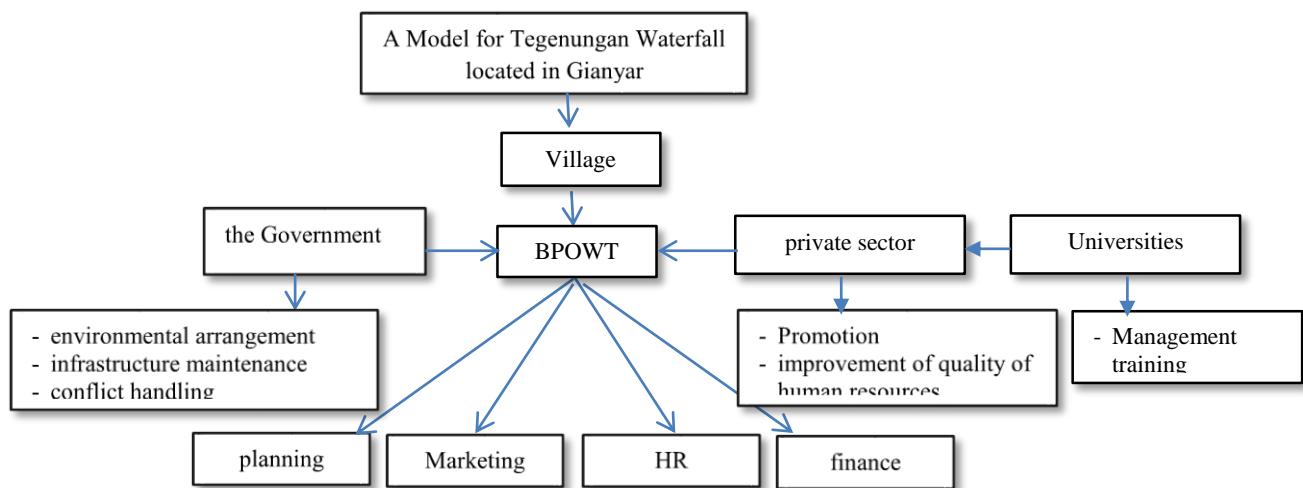


Figure 2
A Model for Tegenungan Waterfall located in Gianyar

CONCLUSION

From the results of analysis and discussion above, the following conclusion can be drawn: Tourists' perception of Tegenungan Waterfall can be categorized into the category "Good", the average score being 2.62. The level of community participation in managing Tegenungan Waterfall is very high, from planning, implementation, monitoring and evaluation, as well as utilizing management activities. Tegenungan Waterfall has not been managed properly due to the absence of implementation of standard management. The problems encountered in running the waterfall tourist attraction are of internal and external. Internal problems include low capability of the human resources, and the existence of pros and cons within the village. While the external problems concern environmental arrangement and conflict potential with the neighboring village. The appropriate management model to run Tegenungan Waterfall tourist attraction is by forming Tegenungan Waterfall Management Board (TWMB) involving four pillars (stakeholders), namely local community, businessmen, government, and universities.

The following suggestions could be given to improve the management of Tegenungan Waterfall:

For Tegenungan Village (management): improving operational management by forming Tegenungan Waterfall Management Board (TWMB) appointing an operational manager capable of managing the waterfall tourist attraction professionally. The new management should improve relevant supporting facilities required by visitors, such as money changer, ATM machine, better parking lots. Intensive promotion should be done to face the competition. Cooperation with other parties should be established: travel agent (increasing tourist visits)); also to be done is coordination with the government in regarding to the excavation in the tourism object and arrangement of buildings in the vicinity. Dialogue with the neighboring village should immediately be done to solve the current conflict.

The government should issue a policy in regard to the excavation surrounding Petanu river being the water source of Tegenungan waterfall.

In accordance with the third principle of the Three Principles of Higher Education, universities should conduct community service to provide the villagers with management training.

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PROMOTING BULELENG TOURISM THROUGH LOVINA FESTIVAL

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ABSTRACT

Tourism in the Buleleng regency, in north Bali, is in a process of development so that it is expected to be able produce products of tourism as rapidly developing as the South Bali. The research method which will be used in this research is the method of qualitative using data gathering technique, observation, interviews and documentation. The result of this research shows the inadequacy of promotional media in use, which resulted in less enthusiasm from visiting tourists. The government of Buleleng regency has launched an intensive campaign with an aim to develop object of tourism and also holding festivals expected to be able to attract tourist to come. One of the festival is the Lovina Festival which aims to promote the tourism of Buleleng regency to improve the economy of Buleleng citizen and increasing the locally-generated revenue. The objective of this research is to learn the precise and effective promotion to implement to attract the interest of tourist to spend their vacation in Buleleng regency especially on the Lovina region.

Keywords: market segmentation, marketing strategy, promotion, festivals.

INTRODUCTION

Tourism is one of the largest contributor of foreign exchange in the non-oil and gas sector. In Indonesia itself, tourism is developing constantly with innovation and discovery of tourist attraction being one of the most sought after aspect. One of the province which lives revolves around tourism is the island of Bali, which is also known as the famous Island of Thousand Temples and has a culture based on the principles of Hinduism. Bali has a beautiful natural blend and a unique culture. Each region in Bali has its own unique culture and tradition so tourism in Bali is varied and interesting to enjoy.

According to the data from Badan Pusat Statistik Provinsi Bali (Bali Province's Central Bureau of Statistic) in 2016, foreign tourist who visit Bali is dominated by tourist from Australia with as many as 1,143,157 people visiting, followed by China with

990,771 people, Japan with 235,009 people, United Kingdom with 221,521 and finally India with 187,351 people. The increase of Tourists arrival from the previous year was 18.2% for Australian tourists, 43.9% for Chinese tourists, 3.0% for Japanese tourists, 32.2% for British tourists and 57.0% for Indian tourists. The increasing number of Tourist is expected to be accompanied by tourist spending that will affect Balinese people through thorough Tourism Multiplier Effect.

The impact of Tourism is felt by the entirety of Bali's population. Today, the center of Bali's tourism sector is located on the southern side, specifically on the region of Badung and Denpasar. The reason for this is due to the region's natural beauty, including its beaches, the custom of its people and because it is supported by a complete infrastructure and supporting facilities. Access to the island of Bali is usually done through the Ngurah Rai International Airport which is located on the regency of Badung. It has become the first choice among tourists, whether foreign or domestic. Infrastructure such as bypass and toll ways are built to support tourism and reduce traffic congestion. Badung and Denpasar also offers many amenities such as Hotels, Restaurants and supporting facilities such as watersport activity, spa and traditional Balinese dance.

The quick development of southern Bali's tourism is a far cry from the northern side, which includes Buleleng. Buleleng has a diverse and varied tourist attraction, but because of its distance from Denpasar, the number of visiting tourist suffers. The tourist attractions in Buleleng include the Gitgit waterfall, Sekumpul waterfall, Banjar hot spring, Lovina beach, Pemuteran and many more. Buleleng regency also has variety of culture and manmade tourist attraction such as Krisna Funtastic Land. Even with all these diverse and interesting attraction, the number of tourist visitors is yet to reach the set targets.

One of the promotion made by Buleleng's Tourism Agency is to hold several festivals such Buleleng Festival which is enjoyed more by local resident and the Lovina Festival that aim to introduce the wealth of tourism in Buleleng regency to visiting tourists. Lovina festival has become a regular event and is held every year on the Lovina beach which is considered to be the center of Buleleng tourism activity.

The Lovina festival is held from from 14 to 18 September 2017 and its theme is “Enjoy the Difference.” It aims to increase the quality of Buleleng’s tourism promotions, providing more optimal added value for the effort of increasing populist economy and locally-generated revenue and also to open jobs within the tourism sector of Buleleng regency. Activities undertaken include performance and cultural art parade, gallery of tourism potential and creative industry, Lovina Color run and many more.

Despite the many activities being held and intensive promotional campaign, the numbers of tourist visiting Buleleng is still unable to reach the set target. Therefore, the author is interested in doing research about the effective promotion to sell the tourism of Buleleng regency through the Lovina Festival event.

LITERATURE REVIEW

Definition of tourism according Macintosh and Goeldner is the sum of the phenomena and relationships arising from the interaction of tourists, business suppliers, host governments and host communities in the process of attracting and hosting these tourists and other visitors.

Mathieson and Wall (1982) also says that created a good working definition of tourism as the temporary movement of people to destination outside their normal places of work and residence, the activities undertaken during their stay in those destinations and the facilities created to cater to their needs.

Based on UNWTO there are three criteria are used simultaneously in order to characterize a trip as belonging to tourism. The displacement must be such that

- It involves a displacement outside the usual environment: this term is of utmost importance and will be discussed later on;
- Type of purpose: the travel must occur for any purpose different from being remunerated from within the place visited: the previous limits, where tourism was restricted to recreation and visiting family and friends are now expanded to include a vast array of purposes;
- Duration: only a maximal duration is mentioned, not a minimal. Tourism displacement can be with or without an overnight stay. We shall discuss the particularity of in transit visits, from a conceptual and statistical point of view.

Motivations, Push Factors, and Pull Factors of Tourism

According to McIntosh dan Goeldner (1986) there are four groups of tourist motivation to do travelling (1) physical motivators, including those related to physical rest, participation in sports, need for recreation at a beach, and those motivations directly connected with a person's bodily health; (2) cultural motivators concerning the desire to gain knowledge about other countries in term of cultural activities; (3) interpersonal motivators, including a desire to meet new people, visit friends or relatives, get away from routine conventions of life or to make new friendships; and (4) status and prestige motivators, related to self-esteem and personal development.

Ryan (1991 in Pitana, 2005) explained about the push factors why the tourists doing tourisms are: (1) escape, (2) relaxation,(3) play, (4) strengthening family bonds, (5) prestige, (6) social interaction, (7) romance, (8) educational opportunity, (9) self-fulfilment, and (10) wish-fulfilment. In the other hand the pull factors why peoples chooses to come to tourists destination areas: (1) weather/climate destination, (2) transportation/accessibility, (3) tourist attractions, (4) amenities, (5) ancillaries and (6) environment including nature and hand made envirnroment.

Market Segmentation

According to Kotler cited by I Gusti Bagus Rai Utama (2017), market segmentation is subdiving of the market into distinct, subsets of customer, where any subject may conceivably be selected as a target market to be reaches in a distinct marketing mix.

There are some indicators using for doing segmentation such as Geographic segmentation, demographic segmentation, psychographic segmentation and behavior segmentation. On this research, the author will using geographic segmentation based on the tourist characteristic by looking which counties they had come.

Marketing mix

The definition of marketing mix is the process of marketing or distribution of goods requires particular attention of management because production has no

relevance unless products are sold. Marketing mix is the process of designing and integrating various elements of marketing in such a way to ensure the achievement of enterprise objectives.

According to Philip Kotler, ‘marketing mix is the mixture of controllable marketing variable that the firm uses to pursue the sought level of sales in the target market. He introduced the combination of four P’s (Product, Price, Promotion and Place) and in the late 70’s it was widely acknowledged by Marketers that the Marketing Mix should be updated. This led to the creation of the Extended Marketing Mix in 1981 by Booms & Bitner which added 3 new elements to the 4 P’s Principle.

Tourism itself slightly different with other company because what the product of the tourism are services. This is the application seven P’s on tourism:

a. Product

The product is the collection of services that have features and benefits. Standard features and benefits include the normal amenities of a hotel room, for example. Good marketing adds special features, such as free activities or free Internet.

b. Price

The price has to match the product, but good marketing makes the price seem more attractive. The operator can either add features to the product and keep the price the same or give a discount for the same features.

c. Promotion

The promotion gives details of the product and the price. The promotion has a target market, and the method and content of the promotion has to appeal to the people who it reaches. The price the members of the target market are willing to pay has to cover the cost of the promotion.

Purposes to do promotion is to guide the general public into buying a specific product or service within the market. Basically, there are five elements involved in promotional mix,

✓ Advertising

Advertising is defined as any paid form of non-personal presentation and promotion of ideas, goods, and services by an identified sponsor. Various

advertising media – television, radio, newspapers, magazines, outdoor means and so forth – are used for advertising the product.

✓ **Sales Promotion**

Sales promotion mainly involves short-term and non-routine incentives, offered to dealers as well consumers. The popular methods used for sales promotion are demonstration, trade show, exhibition, exchange offer, seasonal discount, free service, gifts, contests, etc.

✓ **Personal Selling**

Personal selling includes face-to-face personal communication and presentation with prospects (potential and actual customers) for the purpose of selling the products. It involves personal conversation and presentation of products with customers. It is considered as a highly effective and costly tool of market promotion.

✓ **Publicity**

According to William J. "Publicity is any promotional communication regarding an organisation and/or its products where the message is not paid for by the organisation benefiting from it."

✓ **Public Relations**

William Stanton defines that "Public relations activities typically are designed to build or maintain a favourable image for an organisation and a favourable relationship with the organization's various publics. These publics may be customers, stockholders, employees, unions, environmentalists, the government, and people in local community, or some other groups in society

d. Place

Place refers to the location where the customer buys the collection of services. Mostly, the operator who sends out the promotion uses it to encourage the potential customer to visit the operator's location and complete the purchase.

e. People

Since the product is a collection of services, the people who provide the services are a key to the success of the transaction. Operators must have top-level service to initially complete the sale and to encourage repeat customers.

f. Processes

The delivery of service is usually done with the customer present so how the service is delivered is once again part of what the consumer is paying for.

g. Physical Evidence

If possible, the provision of physical evidence that the customer experienced the particular tourism product can help sales. Providing professional photographs of the customers at key events or the supply of branded products are effective strategies for promoting particular tourism products.

RESEARCH METHOD

The research method which will be used in this research is the method of qualitative description by purposive sampling to determine the appropriate informants based on the aims of this research. Data collection technique by observation, interviews and documentation. Validation of this research is data triangulation of data with research location in Lovina area where the Lovina Festival held by the Government of Buleleng Regency.

RESULTS AND ANALYSIS

Execution of Lovina Festival 2017

The implementation of Lovina Festival 2007 took place from September 14, 2017 to September 18, 2017 in Lovina region which is divided into 5 zones: Zone 1 Traditional Stage, at East Stage in Kalibukbuk Village, Zone 2 Modern stage, at West Stage in Kaliasem Village, Zone 3 Lovina East Parking Park, Zone 4 Kaliasem Field and Zone 5 APIK Parking Lot Lovina Festival 2017 were combined with Sail Indonesia Yatch Rally Tourism which ran from September 9th to September 15th, 2017 with 23 ships and held by ASWINDO (Indonesian Sail Tour Association). Then on September 16 - September 19 continued with Wonderful Sail to Indonesia 2017 organized by Yayasan Cinta Bahari Antar Nusa with the number of 67 ships from 15 countries.

The implementation of Lovina Festival 2017 has the following purposes and objectives:

Objectives:

- a. To improve the quality of tourism promotion for Buleleng Regency, especially in Lovina Beach Area and other supporting villages to domestic tourists and foreign tourists
- b. To provide an optimal added value for efforts to improve the economy for entire communities of Buleleng Regency in order to feel the "multiplier effect" caused by the event Lovina Festival 2017.
- c. Increase Original Regional Income (PAD) and the availability of employment in tourism at Buleleng Regency.

Purpose:

- a. Increase the number of tourist to visits Buleleng Regency, especially in Lovina Beach area,
- b. To increase total tourist expenditures during their stay at Buleleng Regency,
- c. To provide motivation for investment in tourism in Buleleng Regency
- d. Improve the welfare of the communities in Buleleng Regency

The theme of Lovina Festival 2017 is "Enjoy the difference" which means Buleleng Regency with all its characteristics has tourism potential which is very different from other tourism potential in Bali Province, therefore the vendor of Buleleng tourism invites tourists to come to Buleleng and enjoy the difference of tourism ambience in Buleleng Regency

Lovina Festival 2017 contains various activities aimed to promote Buleleng Regency, among others, by holding Cultural Parade such as cultural dances, *megebeg gebegan*, bamboo handicraft, legong dance, traditional woven (endek) fashion show, *jogged mebarung* and so forth. Other activities carried out in the form of music performances by Balinese musicians, competitions and booths which contain information about tourism that exist in Buleleng regency.

Market Segmentation based on Tourist characteristics

Based on Tourism Government Office of Buleleng Regency data in 2017, the number of tourists visiting Buleleng to saw tourist attraction and festival in Buleleng Regency are mostly came from the Netherlands, Germany, France and Australia. It was

suitable when the types of attractions that exist in Buleleng Regency compared to tourist characteristics seen from the characteristics below:

a. French Tourist Characteristics :

- ✓ Interested in traditional culture, social institutions, drama dance, music, art, traditional and religious ceremonies and rural ambience
- ✓ Interested in studying and visiting specific tourist attractions especially archaeological sites, ancient temples and commercialized places.
- ✓ Excited to try new experiences and activities fiber tends to adventure.
- ✓ Prefers to speak French even though they can speak English.

b. Netherland Tourist Characteristics :

- ✓ The strong historical relationships, like visiting places to remember like the family who used to live and work in the plantation or the grave of their ancestors. All this information obtained from the history that they learned from the scheme.
- ✓ Prefer specific and accurate information, but disappointed if the information is incorrect.
- ✓ Discipline, obey rules, be friendly, like humor but not always open, frankly in giving comments and reactions.
- ✓ Very interested in the forms of culture and beautiful scenery and the developments that occur.
- ✓ Eager to see historical buildings about the Dutch past in Indonesia.

c. Germany Tourist Characteristics :

- ✓ Interested with the area with its original version, pure and want to know the attraction to completion.
- ✓ Interested in traditional culture, religious ceremonies, dances, historical places, beautiful scenery and likes to compare traditional cultures with each other.
- ✓ Liked the journey of fellow countrymen, they prefers not to join with other nations.
- ✓ Discipline, meticulous, have good organization, commitment, and intellect.

d. Australian Tourist Characteristics :

- ✓ Liked cheap prices and not too concerned with luxury facilities and services

- ✓ Liked the beach and traditional culture
- ✓ Liked the trip individually (backpacker) and less like groups
- ✓ Australian youth love night life like club.

Effective Promotion to Attract Tourists' Interest

Promotion media used by the Regency Government in marketing tourism through Lovina Festival series activities is still less than the maximum seen from the number of tourist visits consisting of 20.440 people domestic tourists and local communities and 950 foreign tourists. Promotional activities that have been done through mass media such as newspapers, electronic newspapers and social media such as Instagram. It is expected that in the future Lovina Festival already has an official website that contains details of activities that are easily explored by potential tourists. Personal selling can also be done through Table Top activities that are usually held Local Government. In addition, the need for cooperation with the Provincial Government of Bali for Lovina Festival can be incorporated into the annual festival agenda and promoted to all over Indonesia and the world as promotion.

CONCLUSION

The conclusion that can be drawn from the above discussion is that the implementation of Lovina 2017 which aims to promote tourism in Buleleng Regency has been done well by utilizing conventional media campaign and social media. Determination of market segment is also very crucial to know in order to prepare effective and effective promotion.

Suggestions in the implementation of the next Lovina Festival is more to do the utilization of technology such as creating a special website Lovina Festival containing details of activities, promotion of attractions, the introduction of the culture of Buleleng Regency is easily traced by potential tourists.

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ANALYSIS OF JAPANESE TOURIST DEMAND TO BALI USING CO-INTEGRATION TEST AND VECTOR ERROR CORRECTION MODEL

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ABSTRACT

This study was aimed to figure out of the long term and short term correlation between tourism price and tourist income to the tourism demand of Japanese to Bali. Quarterly data from 2003-2016 were analyzed by co-integration test and Vector Error Correction Model (VECM). The result showed that there were both long term and short term balance among research variables. At long term, the tourist income has a positive influence on tourism demand and on the other hand the tourism price has a negative one. Meanwhile at the short term the tourist income has a negative influence on the tourism demand.

Keywords: co-integration test, VECM, tourism demand, tourism price, tourist income.

INTRODUCTION

Bali is one of tourism destination that always have many visitors, either domestic or foreigners. Bali is well-known as the island of God because of its religion and culture. The unique culture and beautiful natural view attract tourist to visit this island. The free visa for the tourist from some Asian countries has increase the foreign visitors come to Bali.

According to Bali Provincial Statistics Office, the number of foreign tourists visiting Bali in year 2016 reached 4.92 million visitors, 23.14 percent growth compared to previous year. Classify according nationality, Australian tourists position in the first place, Chinese tourist position in the second, and Korean visitors are in the third rank (BPS, 2016).

The empirical research related to foreign tourist coming to Bali has been done. The study from (Armoni, 2011) showed that the number of visitors from South Korea to Bali has affected by the annual income and the exchange rate of Won to IDR. In this study she used multiple regression analysis with ordinary least square (OLS) method.

(Suciptawati, et.all, 2017)uses a time varying parameter (TVP) model to modelling Korean tourist visits to Bali. This method does not require the stationary assumptions of research variables. Results obtained show the exchange rate of WON to IDR has positively affect the Korean arrivals to Bali

Often, the tourist arrival, tourism price, and exchange rate are non-stationary data time series. When the regression analysis is applied with OLS method on thus non-stationary data, the regression model $Y_t = \beta_0 + \beta_1 X_t + \mu_t$ will be resulted in spurious regression. In spurious regression, the high value of R^2 will be obtained, even though there is no enough significant correlation between Y_t and X_t variables (Enders, 2004).

This research was aimed to analyze Japanese tourism demand to Bali and investigate long run equilibrium and short run equilibrium between tourism price and tourist income to the tourism demand of Japanese to Bali. The method used to study the *long run equilibrium* was co-integration, meanwhile the *short run equilibrium* was studied by *Vector Error Correction Model* (VECM). In this study to see the existence of co-integration we use Johansen Co-integration Test.

Co-integration techniques have been successfully applied to model tourist data of a number of countries (Katafo, R. and A. Gounder, 2004) apply co-integration method to model tourist arrivals in Fiji, their results are; in the long-run that income in their major trading partner countries are positively related to the demand for tourism while in the short-run, current income is positively related to tourism demand. (Asemota, O.J. and Bala, D.A., 2012) used co-integration and error correction model to modelling tourism demand in Japan, their results that there is a long-run relationship between tourists' arrival series and the causal variables. Both the short-run and long-run models indicate that GDP per capita in tourists' origin country is the most significant factor influencing the inflow of visitors into Japan. Refers to (Asemota, O.J. and Bala,D.A., 2012) several other studies that use co-integration model tourism demand includes; Lim and McAleer (2002) used co-integration method to model tourist arrivals from Malaysia to Australia, their results support a long-run equilibrium relationship among the international tourism demand, transportation costs and exchange rates. In addition Kulendran and Wilson (2000) also using co-integration to modeling business travel on Australia, Lim and McAleer (2001) also study the case of Australia, Daniel and Ramos (2002) apply co-

integration on Portugal, Kadir and Karim (2009) study in Malaysia. Algieri (2006) using Russia as a destination, Salman (2003) and Wittet *al.* (2003) focused on Sweden and Denmark as destination countries respectively, Dritsakis (2004) examined the case of Greece, Narayan (2004) examined the case of Fiji, Choyakh (2009) also apply focused on Tunisia.

RESEARCH METHOD

The data used in this study were secondary data. All of the data are in quartile form, For period 2003-2016. The independent variable is Japanese tourism demand to Bali, and the predictor variables are tourist income and tourism price.

Refers to (Song, 2008), Japanese tourism demand to Bali (TD_t) proxied by Japanese arrival to Bali, Tourist income (TI_t) proxied by Japanese Bruto Domestic Product, and Tourism price proxied by consumer price index (CPI) relative, that is

$$TP_t = \frac{CPIa/ex}{CPIo}$$

Where

TP_t = Tourism price, CPIa= consumer price index of destination area

Ex= exchange rate, CPIo= consumer price index of origin country

In general in this study we used the level of significance $\alpha = 10\%$.

Modelling steps are as follows:

Stationary data test

This test is needed since regression analysis on the non-stationary data will be resulted in spurious *regression*. This test was done by using unit root test. Technique unit root test is by forming regression between ΔY_t and Y_{t-1} . in this study the unit root test used is *Augmented Dickey-Fuller* (ADF) with $\alpha = 10\%$. ADF is unit root test to autoregressive processes of order greater than 1 or $AR(p)$ model. In the unit root test of the ADF, residuals on the model assumed to be auto-correlated or have relationship. Regression model to be used is

$$\Delta TD_t = \rho_1 TD_{t-1} + \sum_{i=1}^m \phi_{1i} TD_{t-1} + v_{1t},$$

$$\Delta TI_t = \rho_2 TI_{t-1} + \sum_{i=1}^m \phi_{2i} TI_{t-1} + v_{2t},$$

$$\Delta TP_t = \rho_3 TP_{t-1} + \sum_{i=1}^m \phi_{3i} TP_{t-1} + v_{3t}$$

Where $\rho = \sum_{i=1}^p \phi_i - 1$, $m = p - 1$, and $\phi_i = -\sum_{j=i+1}^m \phi_j$, v_t is a component error,

The hypothesis, statistical test and rejected area of ADF test as follows:

Hypothesis:

$$H_0: \rho = \sum_{i=1}^p \phi_i - 1 = 0 \text{ or } H_0: \sum_{i=1}^p \phi_i = 1$$

$$H_1: \rho = \sum_{i=1}^p \phi_i - 1 < 0 \text{ or } H_1: \sum_{i=1}^p \phi_i < 1$$

Statistical test

$$\tau = \frac{\sum_{i=1}^p \phi_i - 1}{\text{std.error}(\sum_{i=1}^p \hat{\phi}_i)} (1)$$

H_0 is rejected when the statistical value τ test smaller than the critical value of DF or MacKinnon, or we can rejected H_0 when the probability ADF $< \alpha = 10\%$.

When the data is non-stationary in the unit root test, differencing need to be done. The test is conducted started from the first differencing form until we obtained the stationary data. The number of lags in the ADF test is determined using the Akaike Information Criterion (AIC). AIC is used to investigate the significance of the model, with formula:

$$\ln(AIC) = \ln\left(\frac{\sum \hat{u}_i^2}{n}\right) + \frac{2k}{n} \quad (2)$$

$\sum u_i^2$ is the amount of quadrate residue, k is dependent variable, and n is observation number.

Co-integration Test

Co-integration is the linear combination from nonstationary variables and co-integrated at the similar order (Johansen, 1988). Co-integration test is conducted to ascertain if there is any long-run relationship between two or more nonstationary time series. The existence of a long-run or equilibrium relationship among asset of non-stationary time series implies that their stochastic trends must be linked. In this study, co-integration test was performed by Johansen's co-integration method. Johansen's co-integration test is very sensitive to length of the lag used, so before performing Johansen's test, it needs to determine the optimum length of the lag. Determination of lag length is performed by choose the smallest AIC value. The length of the *lag* was obtained from the equation with the smallest AIC value. (Tsay, 2002).

In Johansen's test to measure the number of co-integration vectors based on the result of maximum eigen value test (Johansen & Juselius, 1990).

$$\lambda_{\max}(r, r + 1) = -T \ln(1 - \hat{\lambda}_{r+1}) \quad (3)$$

Hypothesis tests:

$$H_0: \lambda_t = 0, t = r + 1, \dots, n \quad r = 0 \text{ (no co-integration)}$$

$$H_1: \lambda_1 = \lambda_2 = \dots = \lambda_n = 0, \quad r = 1 \text{ (1 co-integration vector)}$$

$$\lambda_2 = \lambda_3 = \dots = \lambda_n = 0, \quad r = 2 \text{ (2 co-integration vector)}$$

$$\lambda_3 = \lambda_4 = \dots = \lambda_n = 0, \quad r = 3 \text{ (3 co-integration vector)}$$

etc.

H_0 is rejected or there is co-integration if the maximum eigenvalue > critical value at probability level α or probability value $< \alpha = 10\%$.

In addition the number of co-integration vectors can also be viewed based on trace statistic value.

Vector Error Correction Model Test

The VECM equation used in this research is formulated as follow:

$$\Delta TD_t = \alpha_{10} + \alpha_{11}\Delta TD_{t-i} + \alpha_{12}\Delta TI_{t-i} + \alpha_{13}\Delta TP_{t-i} + u_t \quad (4)$$

Equation model (4) is the valid model for describing the short term dynamiques from the error correction *term* significance point of view. Where the probability value of the error correction term less than $\alpha = 10\%$ then equation (4) is the valid model to describe a short term dynamic.

Validating the Model

In the regression analysis which used of OLS must be meet some classical assumption such as: residual should be spread normally, the data should be homogen (no hetero scedasticity), and also no multi-colinearity.

RESULT AND DISCUSSION

The plot for Japanese tourism demand depicted in Figure 1.

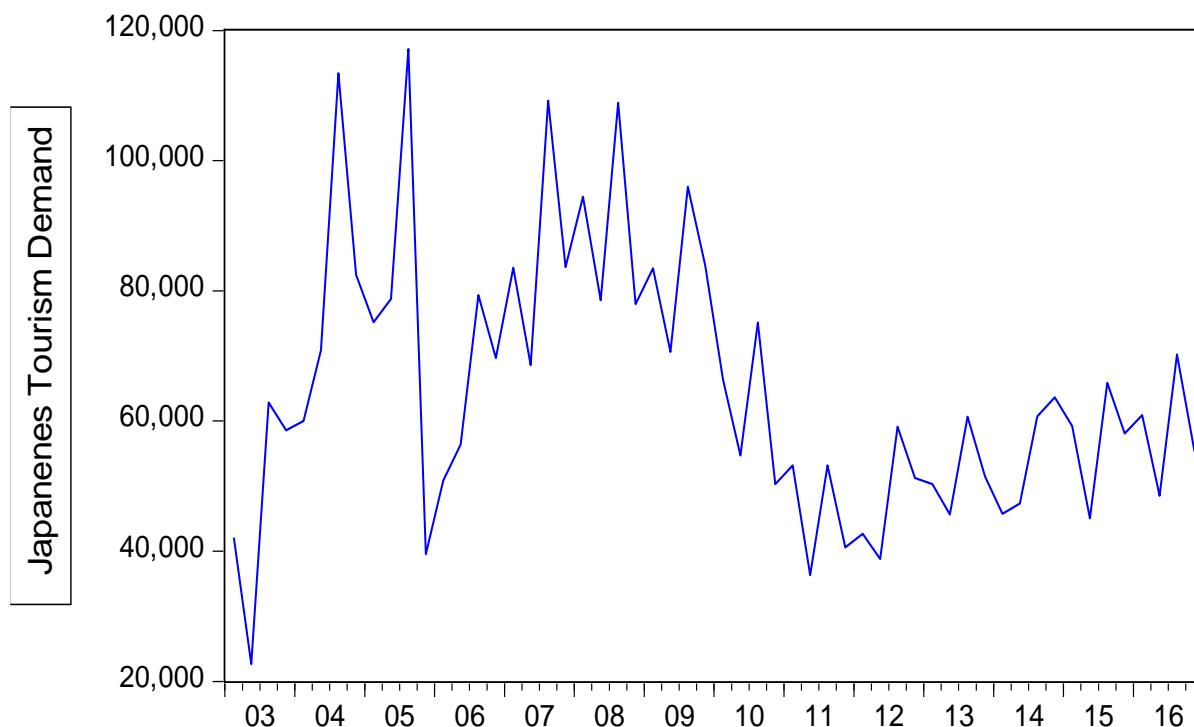


Figure 1. Japanese tourist visit to Bali in 2003-2016

The data showed that the number of Japanese tourism demand to Bali was fluctuated. The most visitation of the Japanese tourist was usually in the third quartile because on the August the Japanese people has enjoyed their long summer holiday. We can see after 2010 Japanese tourism demand to Bali has decreased compared to previous years, this can happen with the start of the development of other tourist destinations in some areas in Indonesia, that presents its natural tourism and cultural tourism.

The stationary data test

The data stationary test was performed by Augmented Dickey Fuller (ADF) test. The results of the Augmented Dickey Fuller (ADF) test are showed in Table 1.

Tabel 1 Augmented Dickey Fuller (ADF) test

No.	Variables	t-Statistic	Critical Value	Prob.	Stationary/ Non-stationary
1	Tourism demand	-2,224821	-2,925169	0,1401	Non-stationary
2	Tourist income	-1,232974	-2,919952	0,4182	Non-stationary
3	Tourism price	-1,712512	-2,921175	0,3414	Non-stationary

Table 1 showed that all the data are non-stationary means that there are co-integration among variables. Further, the integration degree test was performed to determine on which degree or differential order will the data become stationary by ADF test of I(1). If there still non-stationary data on I (1), the differentiation will be repeated until all of data become stationary. The results of integration test are showed in Table 2 below.

Table. 2 ADF Test(1)

No.	Variables	t-Statistics	Critical Value	Prob.	Justification
1	D(tourism demand)	-3,578591	-2,925169	0,0057	Stationary
2	D(Tourist income)	-5,478636	-2,921175	0,0001	Stationary
3	D(Tourism price)	-5,151747	-2,922449	0,0000	Stationary

Based on table 2, it's indicated that on differentiation-1 the entire variable has been stationary, so that co-integration test can be continued.

Co-integration Test

In this study, co-integration test was performed by Johansen's co-integration method. Length lag calculations are presented in Table 3

Table 3. The Optimal Length of Lag

La g	Log L	LR	FPE	AIC
0	-798.8215	NA	8.66e+1 0	33.42890
1	-711.6096	175.8807	2.50e+09	30.18849
2	-701.7440	14.16441	2.53e+09	30.19763
3	-699.1296	7.304401	3.20e+09	30.28140
4	-682.5500	24.17857*	2.39e+09*	30.06441*

It showed that the smallest value of AIC was on the length of lag 4, so the co-integration test use of that lag length.

Table 4. Johansen's Co-integration Test

	Eigenvalue	Statistica l trace	Prob.	Max-Eigen Statistic	Prob
r = 0*	0.401700	33.4087 1	0.0174	24.14230	0.0180
r ≤ 1	0.135799	9.25644 3	0.3343	6.958367	0.4928
r ≤ 2	0.050771	2.28897 4	0.1301	2.300104	0.1300

Table 4 showed that trace statistic value and maximum eigen value at r = 0 have probability $<\alpha = 10\%$. Its mean that H_0 is rejected, it's indicated that it has co-integration amongs research variabels, namely one co-integration. That result showed that there are long run equilibrium between the tourism demand, tourist income and tourism price. The result of long-term coeffisien estimation amongs research variables can be seen in equation (5)

$$TD_t = 0.651522 * TI_t - 2864248 * TP_t \quad (5)$$

Based on that model, it's obtained that tourist income has positive influence on tourism demand. It is indicated that, the increasing of tourist income will increase the number of Japanese tourist come to Bali. Meanwhile, the tourism price has negative influence. The increasing of tourism price resulted on the decrasing of Japanese tourist number come to Bali, they will looking for other similar tourism destination in other country which has lower price.

Vector Error Correction Model Test

Since the variables have long term correlation, then the estimation of short term correlation was performed using VECM test. In order to construct the VECM equation, variables are use in the model has to be *differencing*.

$$\begin{aligned} \Delta TD_t = & -279.9951 + 0.06419 * \Delta TD_{t-1} + 0.03999 * \Delta TD_{t-2} - \\ & 0.073002 * \Delta TD_{t-3} + 0.410869 * \Delta TD_{t-4} - 0.670015 * \Delta TI_{t-1} - 0.130015 * \Delta TI_{t-2} - \\ & 0.534421 * \Delta TI_{t-3} - 0.394589 * \Delta TI_{t-4} + 1180031 * \Delta TP_{t-1} + 2131859 * \Delta TP_{t-2} - \\ & 4054330 * \Delta TP_{t-3} + 3675199 * \Delta TP_{t-4} - 0.73601 * ECT_{t-1} \end{aligned} \quad (6)$$

Based on VECM, it's obtained that $R^2 = 0.690060$, indicated that on short term of Japanese tourism demand to Bali around 69% by tourist income and tourism price, while the rest are influenced by other variables which are not include in the model. We also obtained the probability of $ECT = 0.0003$ and the probability $F = 0.00003$ shows that equation (6) is a valid model for describing short-term dynamics. The coefficien value $ECT = -0.73061$ indicated that unequilibrium of previous period has been corrected around 0.73%.

Tourism demand is influenced by its dynamic on previous four periods, with the highest Japanese tourism demand at previous four period and the smallest coeffisien Japanese tourism demand in the previous three periods. Generally, the Japanesse tourism demand give a positive influence on the dynamic of themselves.

The Japanese tourist income give negative influence on the short term on Japanese tourism demand. The effect given on the Japanese tourism demand is similar to the coeffisien on each period with the highest Japanese tourist income was obtained at the previous two period while the smallest was at the previous one periode. This is not inline with the influence of long-term period. The increase of Japanese tourist income has resulted in the decrease of Japanese tourism demand. On the other hand, the tourism price give a positive influence on Japanese tourism deman to Bali. It's also not inline with the influence give on the long term period.

Validating the Model

Validating test is required to get the BLUE (Best linier Unbiased Estimator) of OLS estimator. The residuals from measurement equation (6) are checked by using Jarque-Bera normality test. The test showed p-value for test statistic is 0.845459, slightly greater than type-I error $\alpha = 10\%$. We concluded, the residuals follow normal

distribution. To checked heteroskedasticity we used heteroscedasticity test white and we found p-value for test statistic is 0.68 so it can be concluded that there are no heteroskedasticity in the regression model. In addition, we also checked the correlation between the predictor variables. If the coefficient of the correlation among predictor variables more than 0.8, showed that there are multicollinearity in the regression model (Gujarati,2004).The test showed correlation value among tourism price and tourist income $-0.078234 < 0.8$ it mean that there are not multi-collinearity in the regression model. Since all of the classic assumptions are fixed, the VECM model estimation is valid and reliable to use.

CONCLUSION

In the long term, the tourist income gives a positive influence on the tourism demand, while the tourism price has a negative influence on the tourism demand. In the long term, the increase of tourist income has contribution to the increase of Japanese tourism demand coming to Bali. The increase of tourism price will decrease the number of Japanese tourist come to Bali, and they will looking for the similar kind of tourism destination in the other places which has lower price. Meanwhile, in the short term, the tourist income gives a negative influence on tourism demand, it showed that on the short term if their income is increase, they plan to go to more secure, more comfort, and more interesting of the tourism destination. In the other hand, tourism price gives a positive influence to the tourism demand.

The long term equilibrium among research variables, and the negative influence of tourism price to the tourism demand, we hope that the government of Bali Province create the unique tourism package which can compete with similar kind of tourism destination on the other country, so the tourist will still eager to come to Bali. The increase of tourist come to Bali will have a significant benefit for the Balinese people, both of socially and economically.

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PERCEPTION OF TOURISTS TOWARD COMMUNITY-BASED FESTIVAL OF KUTA MAJELANGU MARKET

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ABSTRACT

The aim of this research was to identify foreign tourist perception toward service of Kuta Majelangu Market as an Attraction of community-based tourism. Foreign tourist's perception was analyzed by Likert scale. This research used various approaches such as: social and culture, community-based tourism, sustainable tourism, and perception theory. Respondents taken from foreign tourist come from many countries such as Japan, Australia, China, America, Germany, Austria, Holland, and British, while the informants were taken from districts officers, around Kuta Village: such as the head of traditional village known as *bendesa*, head of subvillage/*kelihan banjar*, and Kuta community leaders. Data were taken from observation, interview, questionnaire, and some documents. The results of this study revealed that perception of tourists toward the festival Market Majelangu Kuta as community-based tourist attraction for a variety of requirements had been fulfilment where starting from the land use, planning, management, preservation, benefit economically performed independently by local community. While the perception of tourists toward the activities and services of the Market Majelangu Kuta were well perceived by 79% percent of tourists.

Keywords: *Kuta Majelangu Market, the perception of tourists, community-based tourism.*

INTRODUCTION

Law of the Republic of Indonesia No. 10 Year 2009 about tourism requires that one of the purposes of tourism activity is in an effort to empower community or local community, preserving natural resources, maintaining the sustainability of nature and the environment, and ensuring alignment between sectors, between regions, between the center and regions which is one unit system in order to be an autonomous region as well as the alignment between stakeholders.

One of the concepts that describes the role of the community in the development of tourism is community-based tourism. Basic principles of community-based tourism is putting the community as the main perpetrators through community empowerment in tourism activities so that the benefit of tourism as big as destined for the community. Community-based tourism emphasizing empowerment the local community to a better understanding of treating the values and assets that they have,

such as culture, customs, cuisine, culinary, lifestyle (as cited in Okazaki (2008). According to McCool & Martin (1994) in the context of community attachment and attitude toward tourism development, the community shall independently conduct mobilization of assets and the value being the main attraction for tourists visiting experience (as cited in Williams, et al., 1995).

McCloskey (2011) stated the concept of the development of community-based tourism requires the presence of access, participation, control and benefits for the community in the aspects of economic, social, cultural, political and environmental issues. The community as the main perpetrator in the development of community-based tourism plays a role in all lines well as planners, investors, managers, implementers, monitors or evaluators (as cited in Rasoolimanesh, 2016). While Tosun (2006) stated the community in the development plays a role in all lines as planners, investors, managers, implementers, evaluators. The highest level of participation is spontaneous participation, in which local residents have the nature power to make decisions and control the process of development still the involvement of government and private sector is indispensable (as cited in Prabhakaran, et al., 2014).

Kuta Majelangu Market, which is held once a year on *ngembakgeni*, in Kuta Beach, Bali, is intended not only as a customary activities but also as a concept rather than the implementation of community-based tourism. The market that is part of the tradition that has already lasted for decades it held a one-day on the day *ngembak geni* i.e. the day after Nyepi holiday. The market is managed by the village of Kuta by involving indigenous traders from Kuta. Products sold on the market, in addition to food, as well as various kinds of souvenirs, as well as presenting performance art.

Based on the background above, the authors are interested in conducting research on the existence of a Majelangu market. Beside, this sort of research has never been conducted yet. It is hoped to have vital information and detail, both on the market activities also meant as community-based tourist attraction, the role of indigenous village, a community of traders, the type and quality of service, and the perception of the existence of tourist and service they experience.

RESEARCH METHODS

Data were collected through a literature review, observation, in-depth interviews to managers and the spreading of a detailed questionnaire to 105 tourists' visitors Majelangu Markets of Kuta. Data analysis is done in qualitative analysis – the

interpretive and quantitative analysis using the Likert scale by applying some theories are eclectic, i.e. the theory of community-based tourism, the theory of perception, and the theory of service.

To know the perception of tourists to the existence of a market, we collect opinions from travelers as the respondent. They are local tourists as well as foreign tourists. The collection of this opinion is done through direct interviews and disseminate a list of question or questionnaire. Determination of the respondents uses the method of accidental sampling, random visitors or tourists found on site. The calculation results using Likert scale which gradable positive start from 5 strongly agree, 4 agree, 3 undecided, 2 less agree, 1 do not agree. The number of respondents are 105 of 61 local people, consisting of 30 male, female 31, and foreigners of 44 people, consists of 20 male, female 24. The age of respondents on average 30 years old – 60 years. The background of the respondents, both concerning the background of the country, region, age, and gender is expected to represent the diversity of the opinions of travelers to the existence of the Market Majelangu of Kuta.

RESULTS AND DISCUSSION

Kuta Majelangu Market as a Community-Based Tourist Attraction

Kuta Majalangu market that was held one day after Nyepi holiday was meant as tourist attractions that can be visited both by locals as well as tourists. The villagers made Majalangu Market as a community-based tourist attraction. The involvement of Kuta communities in managing the holding of Market Majalangu, is based on consideration as follows:

Location

Kuta Majalangu is held in Kuta beach, starting from the front of Segara temple up in front of the task force office of Kuta beach, 250 meters long and 30 meters wide. At this location the tents and stalls fitted to the merchants roll out merchandise, and the stage to perform a wide range of entertainment. This location is chosen because it is indeed a land under the management of village customs through the Unit Manager of the indigenous village of Kuta Beach. "This is indeed a coastal area including Indigenous Village or Kuta and therefore we can make use of them in accordance with the programmed, in particular in terms of supporting the well-being of our people," said the leadership of the villagers, Wayan Swarsa (interview, Thursday, 8/5/2017). With

this activity, which is one of its objectives to drive potential local village, then elections site of beach venues of this market in accordance with the concept of community-based tourism, where the community does not depend on investors but exploit potentials that they have independently without the intervention of others outside the community.

Cooperation with Indigenous Village Community

In managing the market this indigenous village party help the process of holding the market with forming a committee to be in-charge in handling technical of the market. Traders and prospective committee next convenes to equate the perception and define everything according to the concept of a market that they want. They determine the lay out with the appropriate number of market traders, the type of merchandise, the capacity of the land or the location, and the approximate number of visitors. It is calculated to maintain comfort and conservation of the environment based on the area capacity. Type of tents for rent was adjusted to their financial abilities, as well as other technical things. All options were discussed openly and democratically so that people feel involved, responsible, and able to understand all aspects of the implementation of the market. The steps undertaken by the indigenous village of Kuta and the community was a form the development of the community by the community and for the community, in accordance with the terms of community-based tourism concept.

Food and Handicraft Products

On the market it is sold culinary products and displayed handicraft for sale such as apparel and gift products featuring traditional Balinese characteristics, such as pork, vegetables of *lawar*, suckling pig, *gerangasem* chicken, typical Balinese hot spicy grill fish, also various kinds of traditional snacks. Halal food products are also provided, as well as international food is like chinese food, pizza, and so on. This meant that the tourists have the option to taste, culture and beliefs of each. Thus, it is practiced in this Kuta Majelangu in accordance with the principles of community-based tourism, which according to UNEP and WTO (2005) between them to develop pride in community, maintain the uniqueness of the local culture and character, helps the development of learning about cultural exchanges on communities, appreciate cultural

differences and human dignity, with regard to retaining cultural tolerance through tourism activities.

Investment

All aspects of the organization of people's markets are handled by the community, including in terms of investment, provision of supporting facilities and infrastructure as well as setting up the sale respectively. The village of custom helps to facilitate and to ensure participation and guarantee the rights of the community in the management of existing resources. The investment is carried out by taking into account efficiency, effectiveness, propriety, so as to give economic benefits to the community. In the activity of the market, the local people act as protagonists, both as planners, investors, managers, as well as executor. This is in accordance with the principles of community-based tourism that puts the community as the main perpetrators through empowerment of local activities in tourism.

Traditional Performances

Cultural scene in front of Segara temple is a Kuta Majelangu support facilities. At this stage various traditional Balinese arts are performed, such as musicians of Bali, Balinese dances, as well as art music with songs, performed by groups of children and youth organizations of indigenous village of Kuta whereas in the south of market location, exhibited a dozen of *ogoh-ogoh* or giant sculptures. *Ogoh-ogoh* had previously been carried round the village as part of the ritual of the day of *pangerupukan*, the day before Nyepi holiday. *Ogoh-ogoh* is a work of art or creativity in the trade of young men and girls of the village customs is very attracting tourists. The concept of community-based tourism, in the form of stage entertainment and exhibition of *ogoh-ogoh* is part of the effort to appreciate the local culture, heritage and tradition in tourism activities, as it is essentially community-based tourism should be able to strengthen and preserve local culture.

Perception of Tourists toward Kuta Market Majelangu as a Community-Based Tourism

To know the perception of tourists to the existence of a Majelangu Market of Kuta we gain the opinion of respondents on a number of matters concerning Majelangu Market of Kuta, among others:

The location of the market. As many as 95% of the respondents said people's market location is excellent. Respondents perceived that this location is very strategic because it is at the Kuta beach which is an area of tourism indeed a well-known and visited hundreds of tourists every day. Access to this location is very easy. Thus the market is easily accessible. Tourists who visit that day to experience the beauty of Kuta beach at the same time can also enjoy the market. Whereas 5% of respondents who consider this location is less adequate as people's market presence that this harms the atmosphere as well as the convenience of the tourists who were enjoying the beauty of Kuta beach.

Atmosphere. The majority is that 70% of tourists said the atmosphere in the market perceived good. They're impressed because this bustling market atmosphere is in an encouraging atmosphere. The tents are decorated in traditional Balinese ornaments, as well as the majority of traders wear Balinese clothes the typical atmosphere of the building is distinctive impression for the tourists. Travelers rate the festive market atmosphere, friendly, and nuance of Bali, are something different to that in their country.

Set-up. As much as 70% of respondents say this market is properly set up with the same thematic arrangements. The committee set up in accordance with the merchants and sellers location theme merchandise. For example, a seller of clothes are grouped in one area, as well as merchant craft or gift shop, and food. With a set up like this, the visitor traffic would distribute well into the booths hence that it is not concentrated in one point only. But as much as 30% of the respondents consider structuring tends less appropriate because of it is too tightly one to another. It makes visitors feel crowded and uncomfortable.

Culinary Diversity. Culinary diversity in the Kuta Majelangu is rated very good by 83% of tourists. Tourists said they did not find any difficulties when they were about to choose foods because of its availability relatively complete. Travelers can find many

kinds of food, both international and local foods, typical Balinese cuisine, as well as halal food. Tourists consider that the availability of diverse culinary is strengthening the existence of Kuta Majelangu market.

Hospitality of Service. Kuta Majelangu market in delivering services is perceived good by 75% of respondents. Respondents assess the officers or guards stand sufficiently responsive to the needs of visitors and able to provide adequate information with the ability to communicate in foreign languages, especially English, which is pretty good and communicative.

Hygiene. As much as 75% of travelers considers that cleanliness of this market is quite good. Bathroom amenities are also representative, sufficient clean water and equipped with soap and toilet paper. So are the environmental conditions surrounding the market is pretty clean. While 25% of the respondents considered the number of inadequate restrooms which it makes the visitors must stand in queue to get into the toilet.

CONCLUSION AND SUGGESTION

Conclusion

Kuta Majelangu market can be said as a community-based tourist attraction due to a number of requirements has been fulfilment where starting from ranging space of land use, planning, management, preservation, benefit economically performed independently by the local community. Through market activities, this market resource is potential, good society, economy, environment, as well as the potential uniqueness of local traditions and culture can be powered independently and participatory so that local people benefit welfare. While perception of tourists toward the activities and services of the Kuta Majelangu market are well perceived by tourists. It is visible from 79% percent of tourists. Various aspect of this market, which is either *tangible* or *intangible*, such as location, atmosphere, setup, type of food, service, to clean aspect are well perceived by tourists.

Suggestion

To maximize service, a distance of booths on the Kuta Majelangu needs to be more space, so that visitors are more convenient in doing their transaction. Similarly road access for visitors needs to be wider and vehicles parking lot should be well

provided, so that visitors will be more convenient and they do not jostle around in when they are in the market.

ACKNOWLEDGEMENT

The authors would like to thank the editor and the anonymous reviewers for their constructive comments, the P3M of Politeknik Negeri Bali for their guidance and support, and to the indigenous of community for their permission and information as well as tourists as the respondents of our research.

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INTEGRATED PRACTICE LEARNING MODEL TO IMPROVE WAITER/S' COMPETENCY ON HOSPITALITY STUDY PROGRAM, POLITEKNIK NEGERI BALI

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ABSTRACT

Hospitality Study Program, Politeknik Negeri Bali (PNB), hadn't implemented integrated learning practice optimally. The aim of this research was improving the learning process method as an integrated practice learning model involving three courses (Food Production, FB Service, English for Restaurant) in the same topic. This study was conducted on the forth semester of Hotel Study Program as the sample used in this research. After the random sampling was selected two classes as research samples, those were IVA class as an experiment group and IVB class as a control. Thus the samples could be determined according to the number of students in each class as many as 26 people. The application of integrated practice learning had an effect on the achievement of student competency in waiter/s occupation at Hotel Studies Program. The result of statistical test showed that there was a significant difference of competency achievement between integrated learning practices with partial practice learning students groups. It's suggested to the management Hospitality Study Program to encourage and to facilitate the lecturers especially of core subjects to apply integrated learning practices in order to achieve the competency.

Keywords: integrated, practice learning, competency, waiter/s, occupation

INTRODUCTION

Integrated learning as a concept was a learning approach involving several courses to provide a meaningful learning experience for students. The aim was to make it easier for students to understand the lecture material taught by the lecturers. Resmini (1996) stated that integrated learning was believed to be a practice-oriented approach to learning that meets the needs of students. Effective integrated learning could help to create broad opportunities for students to see and build on interrelated concepts. With this integrated learning the students were expected to have the ability to identify, to collect, to assess and to use the existing information in the vicinity meaningfully. It could be gained not only through the provision of new knowledge to the students but also

through the opportunity to consolidate and to apply them in new and increasingly diverse situations in the hospitality industry.

Learning could be able to prepare professional waiter candidate. The achievement of the students in the restaurant service lecture (FB Service) should be at a very satisfactory level. Thus the graduates of the Diploma Program of Hospitality, PNB, had high competency so as to compete competitively in the hotel industry. The standard of competency that became the reference in FB Service subject course was ASEAN Common Competencies Standard for Tourism Professional (ACCSTP) in restaurant. All of these standards had been through common conventions and declared legitimately as a standard in their respective fields.

In the last five years, the achievement of the highly satisfied Hospitality Study Program students, PNB, was still below 30%, while the FB Service course was the core course that determined the competency of the student concerned (Program Studi Perhotelan, 2016). Oka, *et al.* (2011) stated that the level of student satisfaction on the model of teaching courses Food and Beverage Service applied to the Hospitality Studies Program was average of 71.91%. Some important components that needed to get serious attention were the accuracy in choosing learning media, learning methods, and appropriate learning strategies to be applied in learning. Therefore, it was necessary to apply more effective learning method to the students in order to obtain optimal learning result. Arsyad (2005) suggested, in the process of teaching and learning, there were two very important elements of teaching methods and learning media. These two aspects were interrelated. The Implementation of appropriate learning methods could generate new desires and interests, to generate motivation and stimulation of learning activities, and even to bring psychological influences on students.

To design integrated learning, lecturers should have broad insight into the linkage of combined concepts, high creativity, good teaching methodology skills, high self-esteem, and encourage to package and to develop materials. Integrated learning if it was well designed could provide effective learning and provide more meaningful learning experience, because students could learn according to the context of real work through work simulation. The formulation of the problems focused in this article was whether there was a significant difference in the achievement of competencies between

groups of students who were treated with integrated learning practice with group of students who applied partial practice learning

METHODOLOGY

This research uses experimental research approach, where there were two groups of samples were given different treatment. Experiment Group (E) is a group of students who were experimented with the application of integrated practice learning. Control Group (K) is a group of students with the application of learning practices separately / partially. Population in this research were students of forth semesters of PNB Hospitality Study Program year 2016/2017. Samples were randomly selected from four classes of students of Hospitality Study Programs namely classes IVA, IVB, IVC, and IVD. After the random drawing was selected two classes as research samples those were class IVA and class IVB. Thus the number of samples could be determined according to the number of students in each class.

In the determination of the research sample, the group determination was made as experimental group and control group. One group was given an integrated practice of learning practice and another group was treated with partial practice learning, through random sampling technique. The draw was found that the selected group as the experimental group was the IVA class, and was selected as the control group was the class IVB. To equate the condition of the experimental group and the control group, the students as the subjects of the study in each group were classified based on three categories according to the scores obtained in the pretest namely: good, medium, and less. Good category of students who scored ≥ 81 , moderate category with score 66-80 while the less category with score ≤ 65 .

Based on initial test scores obtained in the second semester as an experimental group consisting of good category students 9 people, while 11 people, and less 6 people. The total number of IVA students were 26 people. Semester IVB as a control group consists of students good category 10 people, while 12 people and less 6 people. The total number of IVB students were 28 people. In order to obtain two groups of samples with the same condition, the students were made good, medium and low, the

compositions were the same for both groups, so there were no more good and medium category students in the control group than in the experimental group.

Thus the sample of this study was a good category of 9 students in the experimental group, 9 people in the control group. Medium category students were 11 people in each group. Category less students 6 people in each group. So that the sample in this study was 52 people from 54 people population. To clarify the above description can be seen in Table 1.

Table 1.
The Composition of Populations and Samples

Category	Populations		Samples	
	Experiment Group	Control Group	Experiment Group	Control Group
Good	9	10	9	9
Fair	11	12	11	11
Less	6	6	6	6
Amount	26	28	26	26

Source: Data of Student's Hospitality Study Program, 2017.

In this study, it was used inferential statistical analysis techniques. Inferential statistical analysis techniques used were test differences in this case that was used t test. This test was used to prove whether there was a significant difference between students with integrated practice learning with control group students who did not apply integrated practice learning to the Hotel Studies Program of PNB. After that, it was proved then the mean value which gave better result between the experimental group and the control group selected as the research sample.

DISCUSSION

Hotel Study Program PNB is an educational institution that provides education with more emphasis on vocational education. Practical activities become more dominant in the learning process in order to be able to meet the demands of learning achievement that has been determined. The purpose of vocational education is to prepare workers who are able to apply the skills in the field of work in the tourism industry. Thus the applied learning is directed to produce graduates who master the ability in a particular

field of work so that it can be absorbed directly in accordance with the needs in the tourism industry.

The results of observations by researchers so far showed that the process of learning practices in the PNB Hospitality Study Program was still done partially and more emphasis on achieving their respective competencies. Therefore, this study examined the impact of integrated learning practice by combining three interrelated courses of Food Production, Food and Beverage Service, and English Professional for Restaurant. It was hoped that with the application of integrated practice learning, students more easily simulated and related the relationship of learning materials to one competency with other competency according to the hotel industry situation.

Data obtained in this study were in the form of scores of student learning outcome which was the result of the measurement of student competency to support the work as a waiter of three courses of learning practices combined in the topic of handling guests enjoying food and beverages in the restaurant. The data were taken from two groups of students of the Hospitality Study Program, Department of Tourism, Politeknik Negeri Bali, who were sitting in the fourth semester of academic year 2016/2017. The number of samples in this study were 52 students divided into 2 groups, the groups that were given the integrated learning practice (experiment group) were 26 students and the unadjusted control group 26 students (Table 2).

Table 2.
Student Competencies Score on Waiter's Occupancy

No	Experiment group score	Control group score
1	84.00	72.00
2	88.00	80.00
3	92.00	84.00
4	96.00	80.00
5	84.00	80.00
6	92.00	72.00
7	88.00	80.00
8	92.00	80.00
9	96.00	84.00
10	80.00	72.00
11	80.00	68.00
12	80.00	68.00
13	80.00	79.00
14	92.00	78.00

15	76.00	66.00
16	76.00	72.00
17	80.00	72.00
18	88.00	80.00
19	92.00	80.00
20	84.00	80.00
21	80.00	68.00
22	80.00	66.00
23	76.00	72.00
24	72.00	72.00
25	76.00	66.00
26	80.00	66.00

Source: Research data, 2017

Data score of student learning outcome in this study were processed by using SPSS with t-test analysis techniques of two paired samples. A two-t test was used to assess whether the two groups' averages differed statistically from one to another. The result of data processing was integrated learning practice had an effect on improving student competency to do food and beverage service in restaurant. This was evidenced by the significant difference between the achievement of experimental group competency and the control group in which the experimental group achievement was better than the achievement of the students of the PNB Hospitality Study Program control group.

Based on the results of data processing presented above, the findings in this study was that the application of integrated practice learning had a significant effect on increasing the achievement of student competency for the PNB Hospitality Study Program. This was evidenced by the results of the analysis and that there was a significant difference in the achievement of competency between the groups of students who were treated with integrated learning practices with groups of students who practiced partial learning.

This finding was in line with the results of the research of Arjana, *et al.* (2012) which stated that integrated practice learning was effective to improve student competency achievement to make flight ticket reservation, because the concept was learned through direct and real experience so that students were able to comprehend the concept as a whole. The immediate experience intended in this study was an

integrated learning practice designed to approach the real atmosphere of the industry by creating themes based on the fields of work in the tourism industry especially food and beverage services in international restaurants. Ardika (2012) mentioned that educators needed to apply pragmatics in speaking skills because students generally felt happy if the learning process that occurs in the classroom was actively implemented.

The application of integrated learning aimed to improve students' creativity and motivation. This would appear at the time of the course. Students were more enthusiastic in learning, the students felt more intimate, felt more courageous in issuing opinions in answering questions, dare to ask because lecturers always involve students in preparing teaching media, so that learning was active, creative, effective and fun. The same thing was stated by Coll, *et al.* (2002) in the learning could be done by the process of active mastery in the workplace so as to improve student self-confidence through the assignment of duties, motivation of lecturers, and self-evaluation so that finally facilitated in achieving competency.

With active learning from learners would retain attention, improve performance, and establish new knowledge. Media could serve as an intermediary or messenger from sender to message recipient. If the media carries messages or instructional information or contains instructional purposes, then the media was called learning media. Sanjaya (2008) mentioned that the selection of media in teaching and learning process was very necessary to consider several principles, namely (1) according to the objectives to be achieved, (2) based on clear concept, (3) characteristics of students, (4) learning styles of students and teachers And (5) should be appropriate to the environmental conditions, facilities and time available for the learning needs.

Permana (2008) mentioned the principles of integrated learning: it meant that children were not only focused on certain subjects, it was possible that the developed learning contained meaningful messages for the children; The need for consideration of which priority scale should take precedence in the selection of subject/learning topics, study time, and evaluation of children's learning progress; The learning environment in the classroom gave children the freedom to think and creativity; The surrounding community opened and provided insights for the development of learning in schools;

Children gained attitudes and norms from the community environment, including home, school, both verbal and non-verbal.

In an integrated learning the role of an educator changed from the information giver to facilitator, mentor, challenger, resource person and organizer. Thus the students got a wider opportunity to explore, investigate issues and problems issues with more open activities. Student involvement was to enhance in all stages of learning, from planning and tasks, activities to reflection and self-evaluation. Thus, students had the opportunity to be more enthusiastic, self-evaluate, so that the acquisition of knowledge was more effective.

CONCLUSIONS

Based on the results of the above analysis it could be concluded that the application of integrated practice learning had a significant effect on increasing the achievement of student competency in occupation waiter/s field at the Hospitality Study Program, Politeknik Negeri Bali. This was evidenced by the results of statistical tests indicated that there were significant differences in achievement of competencies between groups of students who were given the treatment of integrated practice learning with the group of students with partial practice learning. It was suggested to the management of PNB Hospitality Study Program should encourage and facilitate for the lecturers especially the core subjects matter (core) to apply integrated learning practice in order to facilitate the achievement of competency to the material taught to the students. The lecturers were also expected to implement integrated learning practices so that students quickly understood the competencies as per ACCSTP requirement so that the PNB Hospitality Study Program could compete in ASEAN level.

ACKNOWLEDGMENTS

I am thankful to all informan for providing us information and kind support throughout the research work. I am also thankful to the God.

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